

Fleet Placement and (supply) Optimization for Last Mile Mobility Providers

Overview:

As shared mobility concept gains adoption, we need to address first/ last mile provider services - such as points of service for such providers. Different users (commuters) possess different preferences, thereby their current modes of transport are dictated by these preferences (hence cab aggregators are more popular). Can we envision a system which provides public transport modes with a better (wider) footing by overcoming these first/ last mile challenges?

Current challenges:

Majority of users don't prefer to walk, or don't have a dedicated walk path (due to infrastructure issues). This inhibits them from utilizing the public transport structure.

On supply side, while most fleet providers have devoted parking spots / pickup spots, it still isn't as convenient as an Uber. Certain mobility players face trouble in finding / re-positioning their fleets.

The re-positioning of fleets occurs in a reactive manner. Can we predict these ahead of time and suggest pre-placement of these mobility needs before the need actually arises?