

Task:

- Charge of determining what incentives are needed to convince students to resort to alternative transportation

Marketing Team

Team member: Quintin, Yijin, Trang, Tinuna

Task:

- Present the team's idea to the campus
- Design a marketing plan to help bring in students and promote the service



CONCLUSIONS

IPRO 352 has aimed to change that mentality by instituting the bike storage along with other incentive programs. The programs will initially require a decent investment along with some grants and SAF funding, but over time (i.e. about 3-4 years depending on the package) it will turn a profit and prove its worth in more ways than just financially. With our new bike storage program, IIT will be reducing their carbon footprint, providing better campus security, encouraging more members of the IIT community to ride their bikes, and setting an example for other college campuses to follow. IPRO 352's new plan for on campus bike storage is a great step in the right direction for IIT and its community.



EnPRO 352

Increasing Alternative Transportation at IIT



Team Member:

- Yijin Wu
- Tiauna Williams
- Peter Bingeser
- Thomas Hammond
- Quintin Potter
- Connor Ross
- Tryphaena Manoharan
- Joseph Muchna
- Anthony Lademan
- Max Ramming
- Trang Nguyen
- Harris Raymond
- Danny Varqhese

Advisor

- David Winkin

PROBLEM

The problems that EnPRO 352 faced included increasing awareness about the benefits of biking, continuing IIT's effort to be more environmentally friendly and sustainable, and creating a profitable business model

BACKGROUND

IIT campuses are located in areas that make the use of alternative transportation methods easy and affordable. However, approximately 90% of the faculty, staff and student population use their own vehicle to commute to and between campuses. Alternative transportations have many benefits; it promotes health awareness and creates an environmentally friendly and sustainable campus.

The EnPRO 352 team strives to create a business enterprise which will provide services in

order to increase the use of bicycles on and around campus. The team investigated the possibilities of on campus storage options, bike rental and repair services, safety and awareness, and easy online access via IIT webportal

OBJECTIVE

- 1: On campus Storage
 - 2: Bike Rental and Repair service
 - 3: Safety and Awareness
 - 4: Easy online access via IIT portal
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APPROACH

The team first sought to discover why the IIT community was not using bicycles and what incentives we could use to use bikes. The team began with a survey as well as researching other universities to see what methods they have used to increase bike ridership. From the survey and knowing that bike rental was not an option, the team

sought to address the issues and problems that arose from the survey. The team decided that these major issues to research were bike storage and security, bike shop, incentives program, and a web portal.

To address the problems the team faced, it divided into three defined groups: business, incentive, and marketing.



Business team

Team Member: Joy, Ray, Tryphaena, Max and Danny

Task:

- In charge of assessing the financial viability of the business.
- Focus on completing a business plan



Incentives team

Team Member: Thomas, Peter, Tonny, Connor