Technology & Transportation

2015 ULI Regional Meeting

Charleston, SC

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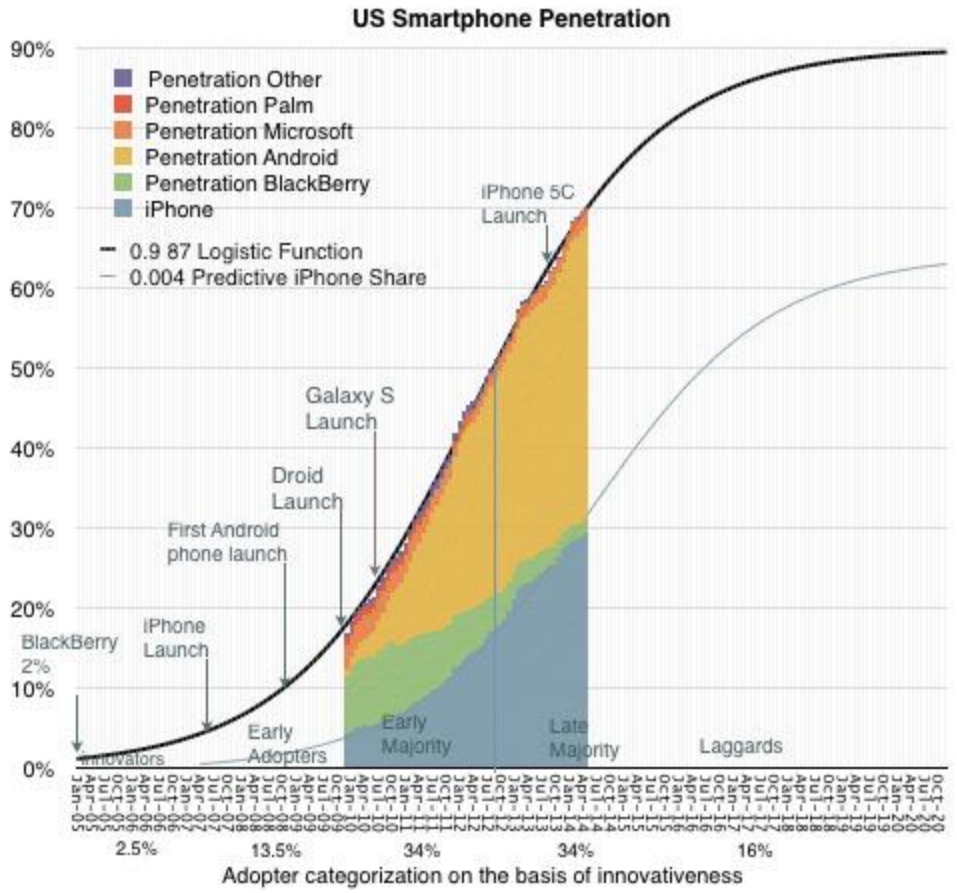
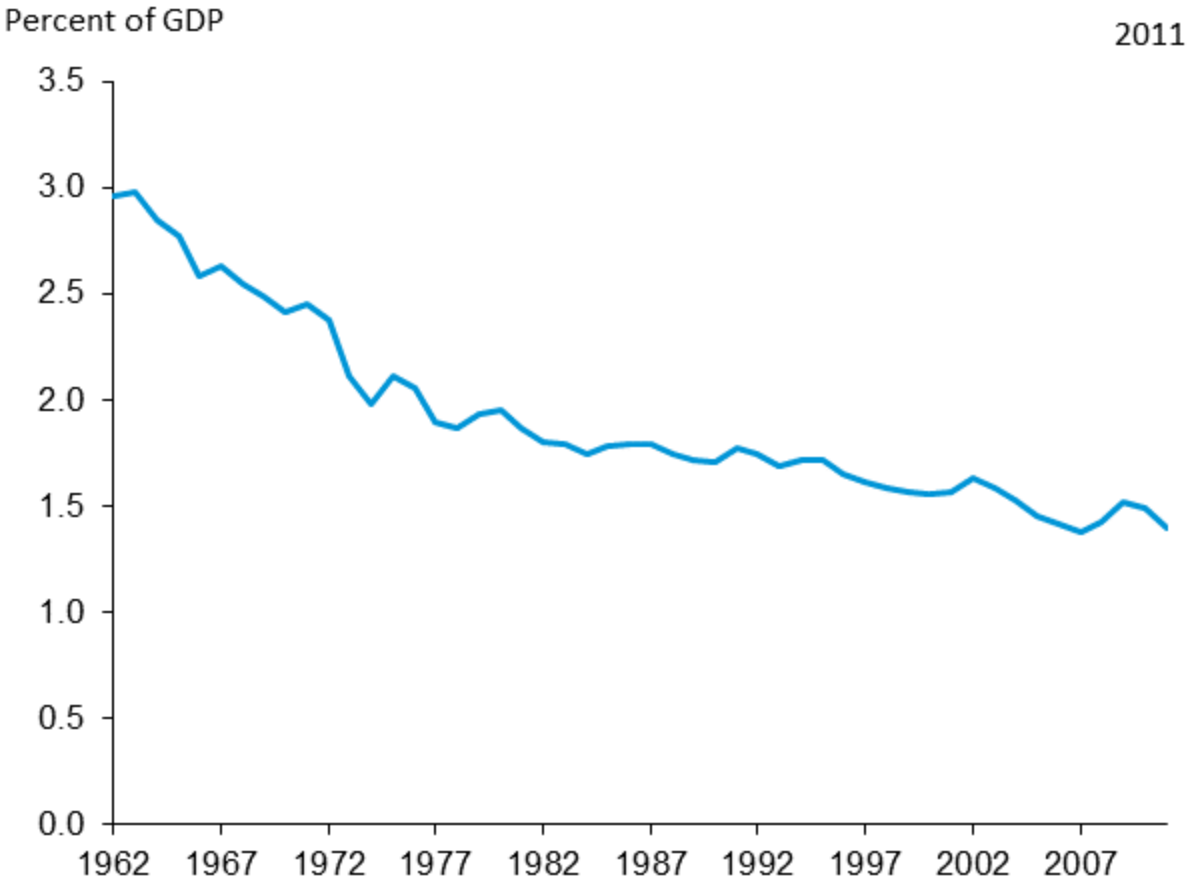
US Smartphone Penetration



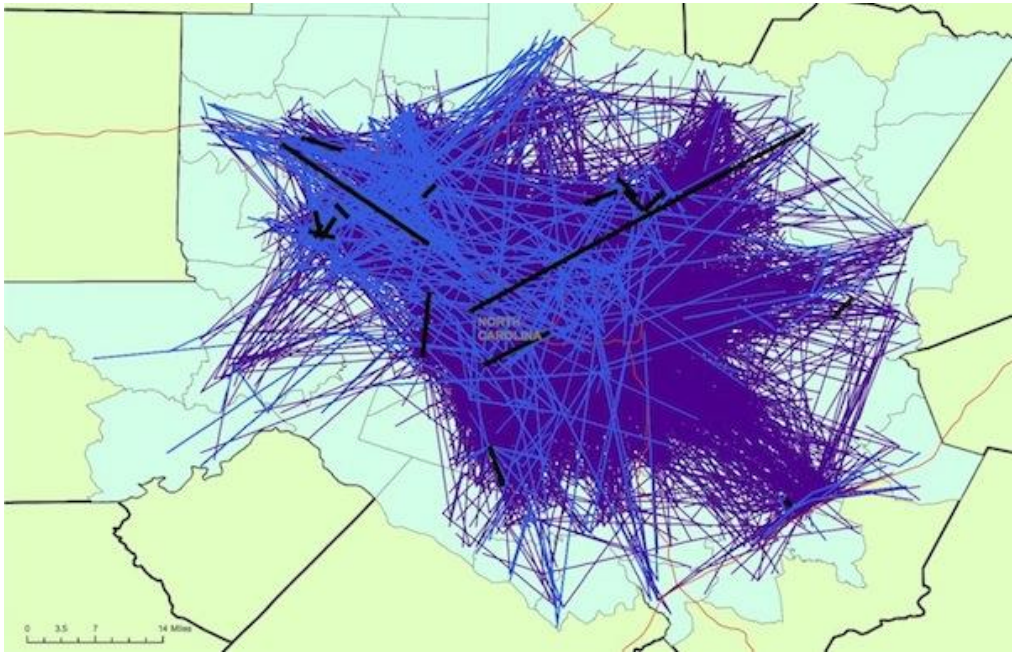
70% penetration as of July 2014

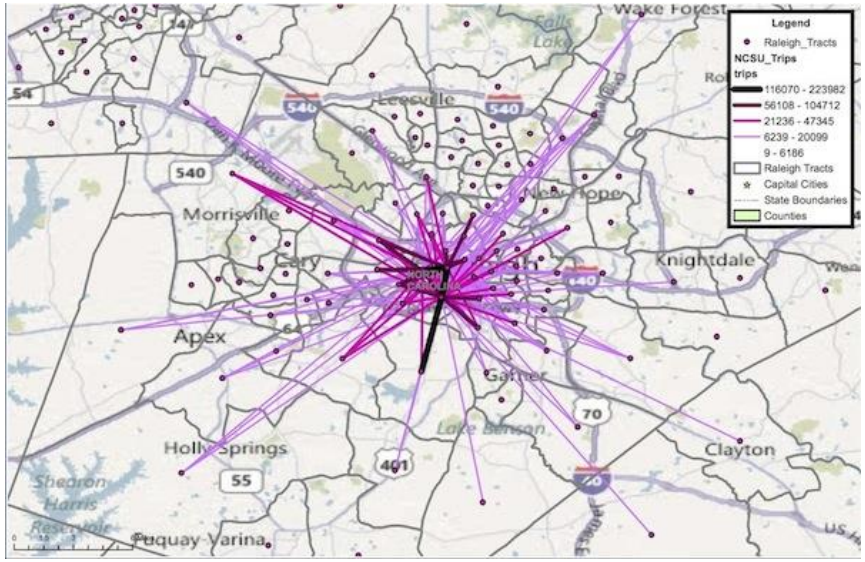
Source: GSMArena.com

Highways and Transit Spending as a Share of GDP



Source: Congressional Budget Office; Office of Management and Budget; Department of Commerce, Census Bureau, Bureau of Economic Analysis.

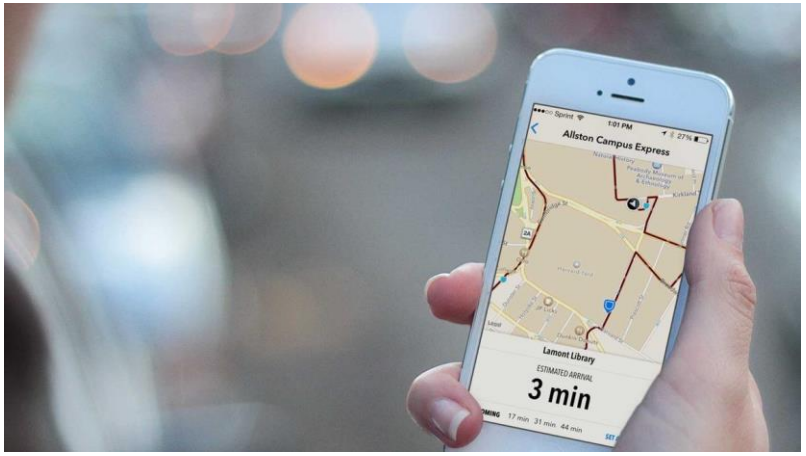

NORTH CAROLINA
0 3.5 7 14 Miles

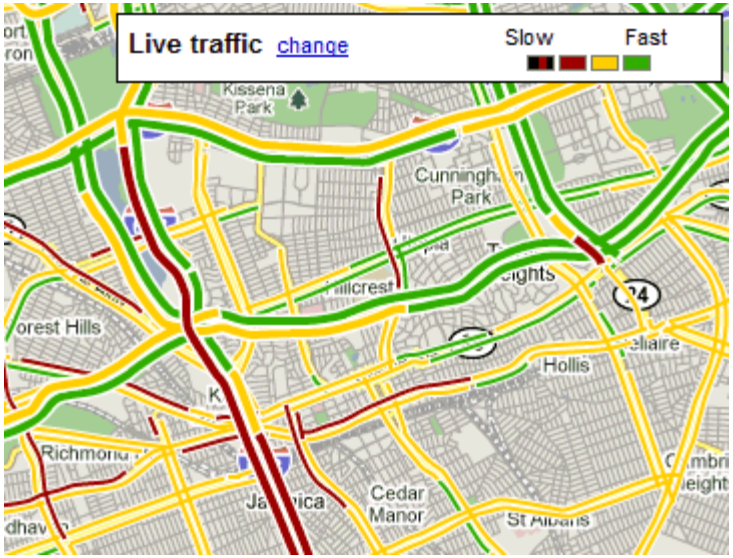

Legend
Raleigh_Tracts
NCSU_Trips
trips
116070 - 223982
56108 - 104712
21236 - 47345
6239 - 20099
9 - 6186
Raleigh Tracts
Capital Cities
State Boundaries
Counties
Wake Forest
Leesville
Morrisville
Cary
Knightdale
Apex
Garner
Holly Springs
Clayton
Lake Benson
Sheeron Harris Reservoir
Fuquay-Varina
540
70
55
401

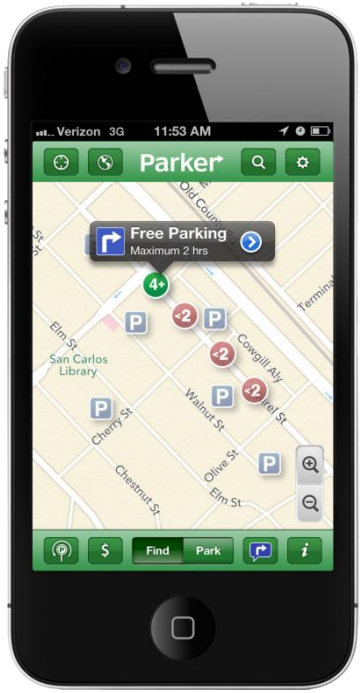
© INRIX, Inc.

Verizon 3G
4:26 PM
UBER
PICKUP LOCATION
950 15TH STREET NORTHWEST
SET PICKUP LOCATION
TAXI
BLACK CAR
SUV
ROSES

19 Stanley
22 Macdonald
Peak hours only
To Downtown:
3 N8
8 N19
008 DOWNTOWN 1 min
008 DOWNTOWN 5 min


Allston Campus Express
Lamont Library
ESTIMATED ARRIVAL
3 min


Live traffic change
Slow
Fast
Kissena Park
Cunningham Park
Hillcrest
Heights
Forest Hills
Hollis
Richmond Hill
Jamaica
Cedar Manor
St Albans
24


Verizon 3G
11:53 AM
Parker
Free Parking
Maximum 2 hrs
4+
-2
San Carlos Library
Elm St
Cherry St
Walnut St
Olive St
Chestnut St
Cowgill Aly
Find
Park

Our Panelists

airsage
The power of where and when

Bill King
Sr. Business Development Executive
AirSage

TransLōc®

Josh Cohen
Director of Strategy & Partnerships
TransLoc

Bonner Gaylord
North Hills General Manager
Kane Realty

Population Movements

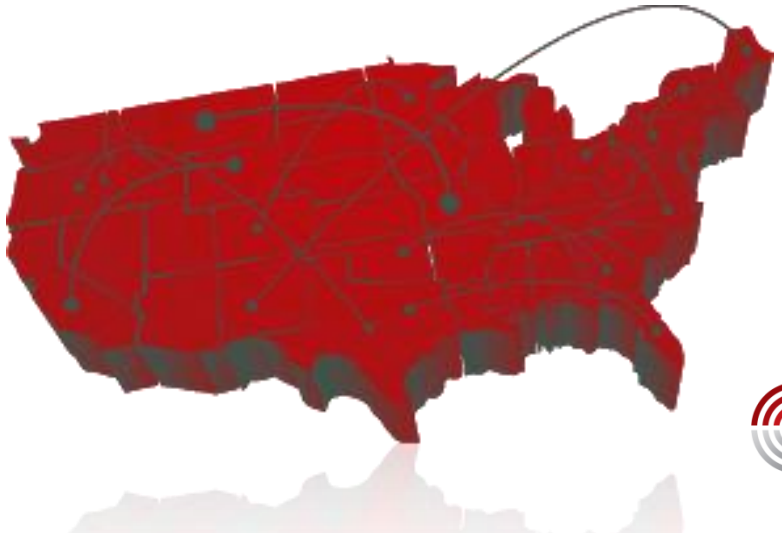
Data Solutions for your Transportation Studies

Bill King, PE - 770-329-0863

bking@airsage.com

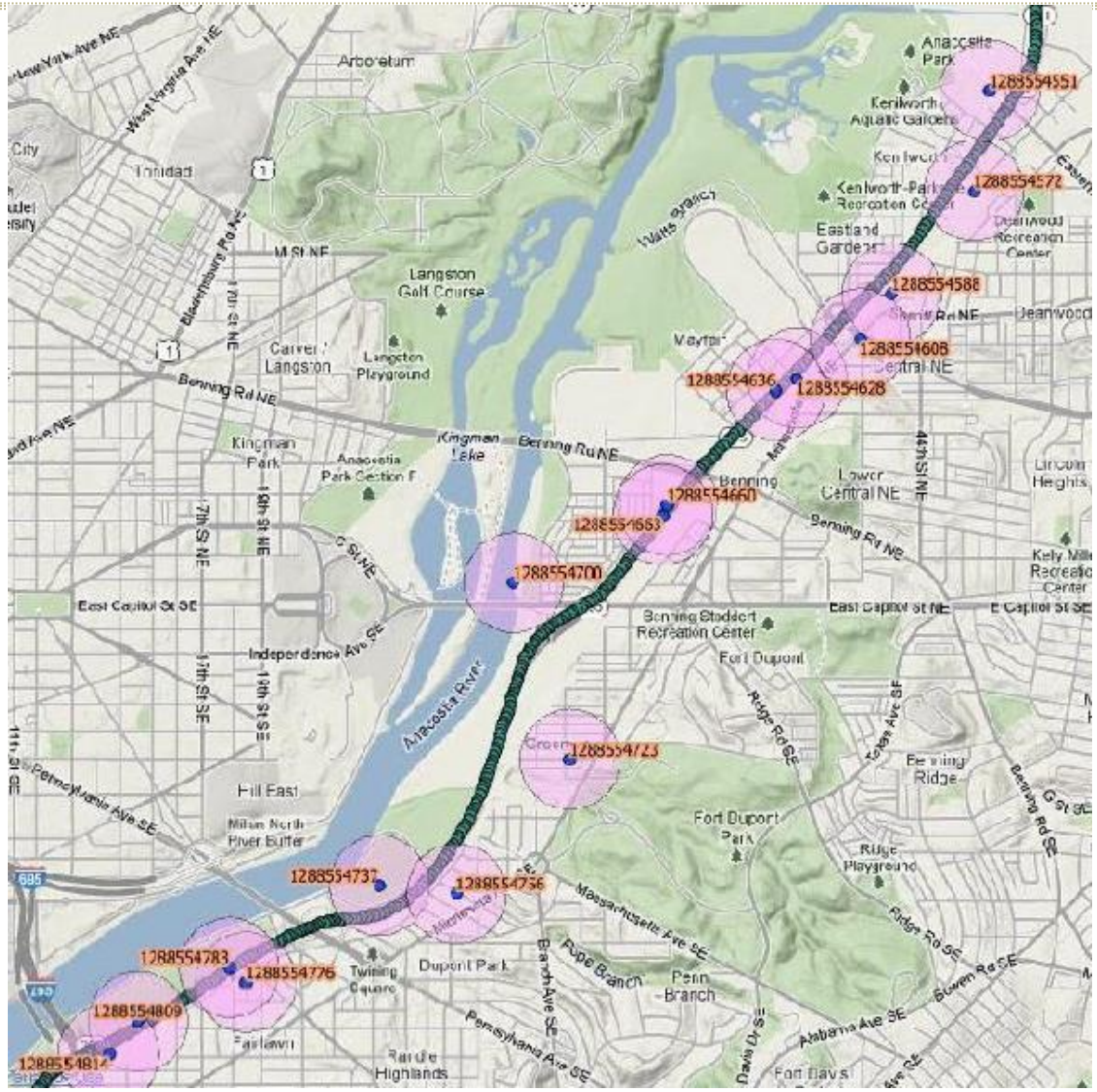
AirSage Company Overview

- Patented ***Population Analytics***
- 15 billion location data points per day
- 100 million mobile devices
- Consumer privacy protection



airsage
The power of where and when

Devices on the Move



Devices on the move create Transient Points.

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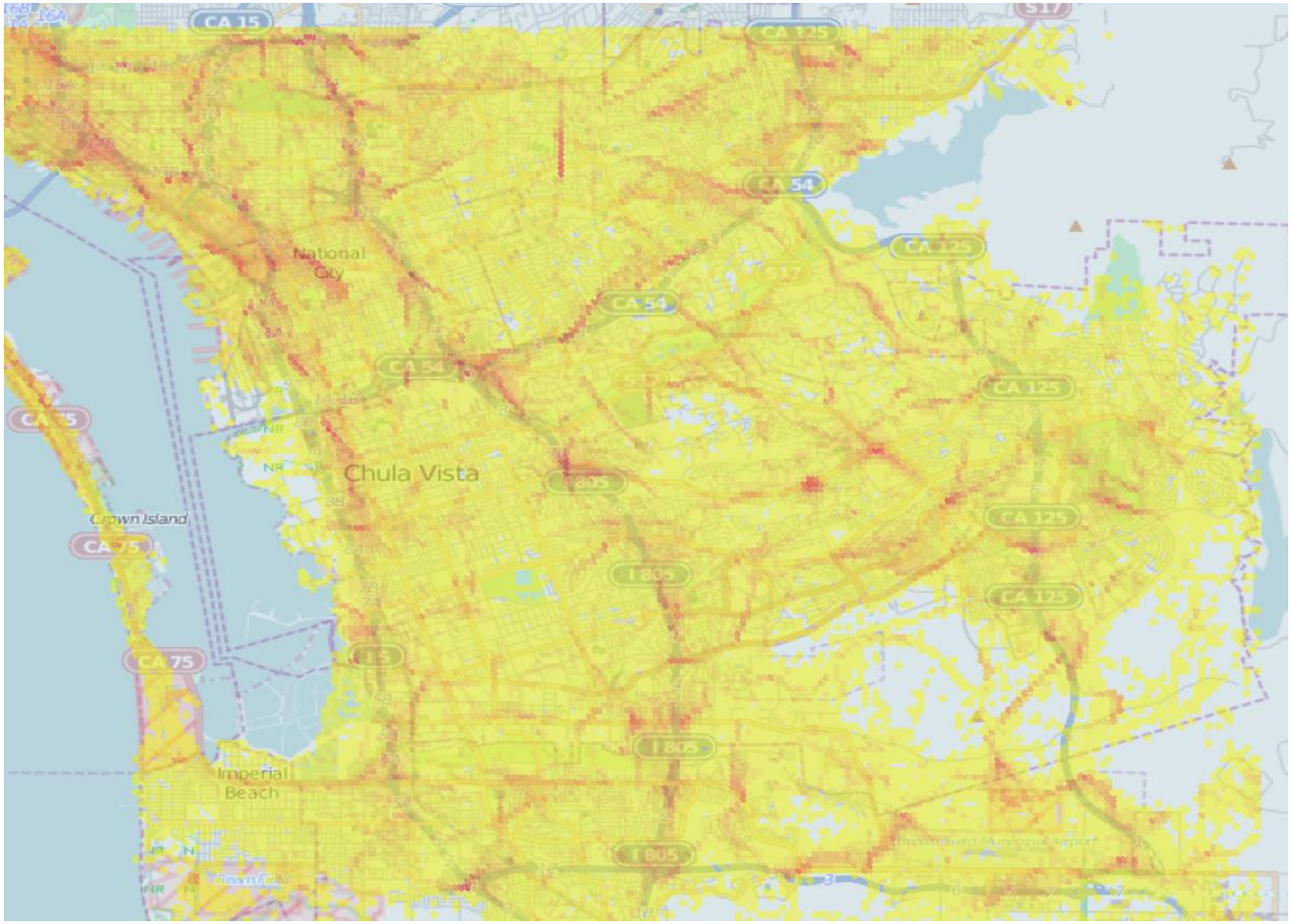
The power of where and when

Oct 2011 Activity Density in Region



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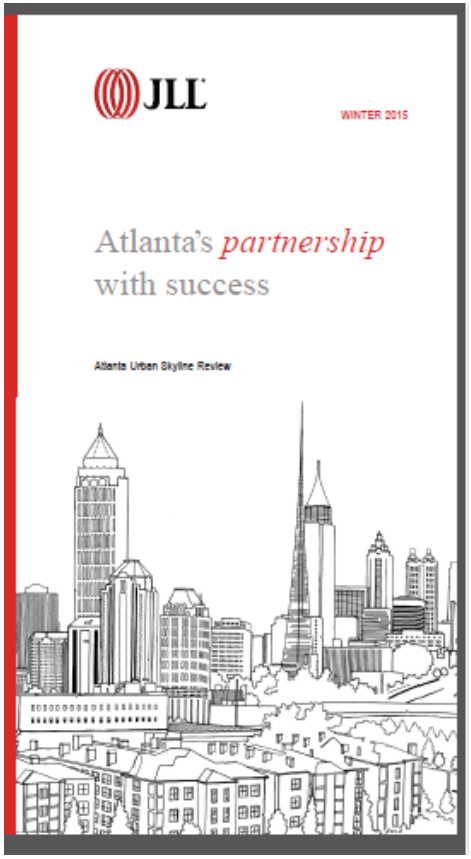
The power of where and when

2015 JLL Urban Skyline annual investor forecast

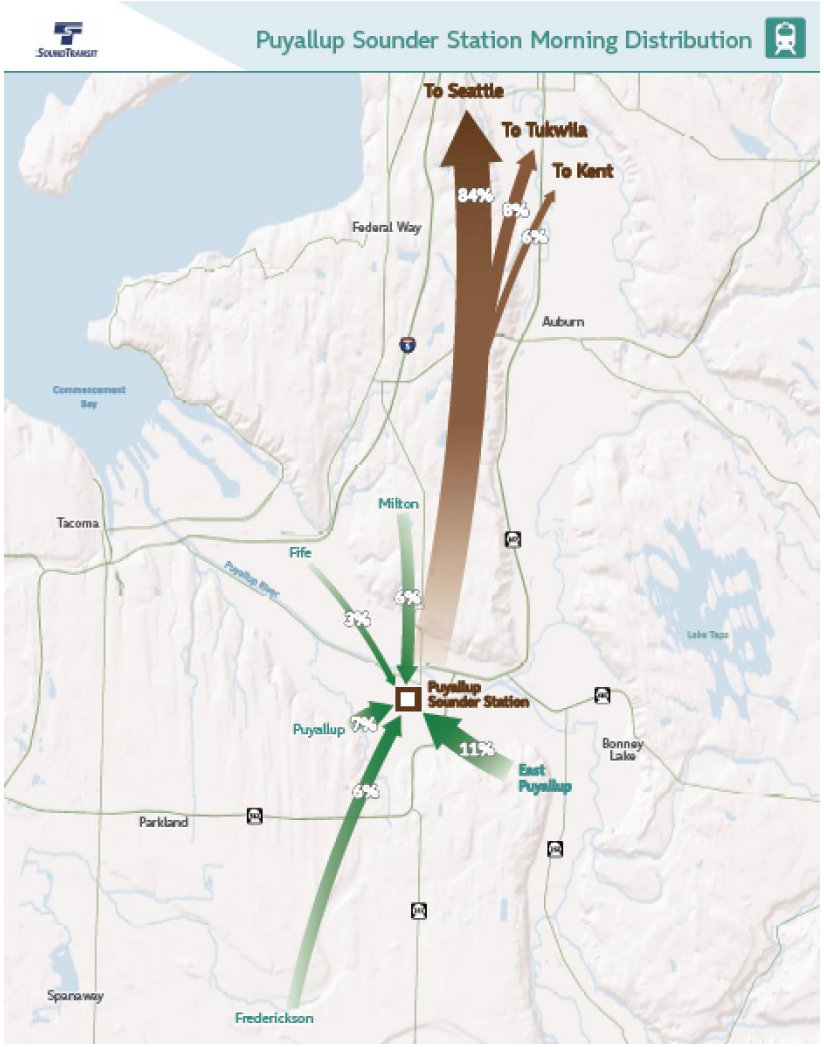
Use of AirSage data and intelligence in order to help tell the urban density story



Telling Atlanta's growing story of assets that move the market:

- Shifts in urbanization trends are illuminating why investors need to take risks in redevelopment and how it can pay off;
- Old Sears depot from circa 1923 was completely redeveloped into a mixed use asset to include office, retail, and multifamily;
- AirSage data was used to show shift in activity over a year period after investment into Ponce City Market;
- Data shows 26 percent increase in y-o-y monthly population within an 800 meter radius of redeveloped Ponce City Market;
- Real time data evidence shows why tech companies will pay above average rents for this submarket because of dynamic;

Select Zone – Park and Ride



FEHR PEERS

SOUNDTRANSIT

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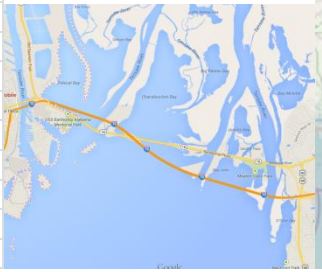
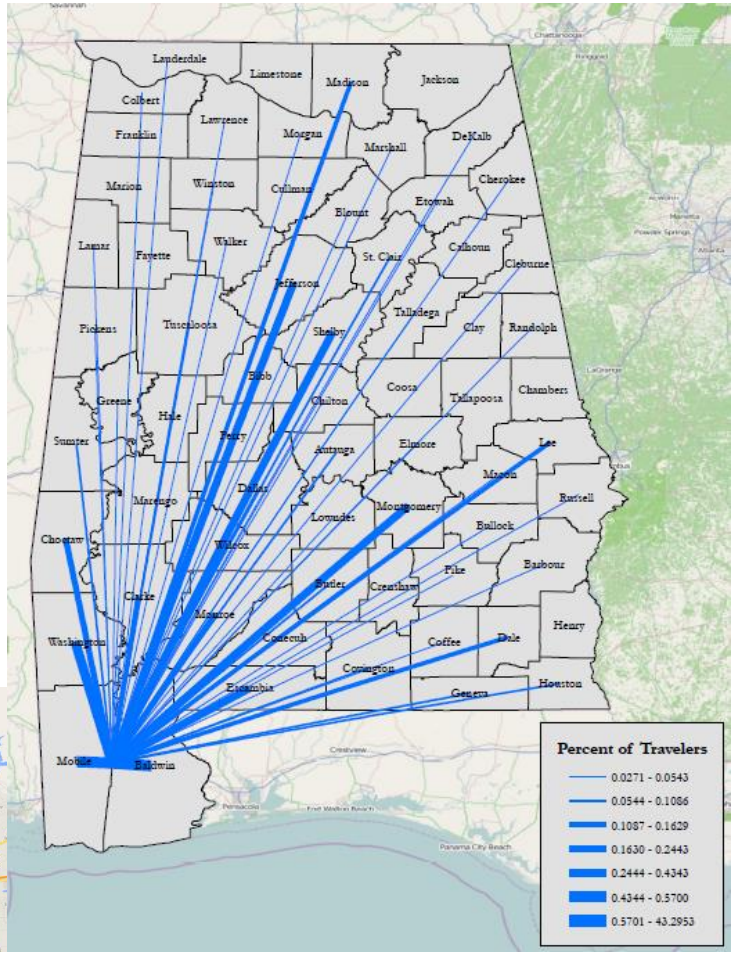
The power of where and when

Select Zone Analysis

Proportional Distribution
Mobile Bay Bridge
November 13, 2013

stateID	STATE	countyID	COUNTY	End	Proportion
01	Alabama	001	Autauga	Home	0.04%
01	Alabama	003	Baldwin	Home	21.58%
01	Alabama	005	Barbour	Home	0.03%
01	Alabama	009	Blount	Home	0.03%
01	Alabama	011	Bullock	Home	0.01%
01	Alabama	013	Butler	Home	0.04%
01	Alabama	019	Cherokee	Home	0.01%
01	Alabama	021	Chilton	Home	0.01%
01	Alabama	023	Choctaw	Home	0.11%
01	Alabama	025	Clarke	Home	0.08%
01	Alabama	031	Coffee	Home	0.03%
01	Alabama	033	Colbert	Home	0.01%
01	Alabama	035	Conecuh	Home	0.01%
01	Alabama	039	Covington	Home	0.05%
01	Alabama	045	Dale	Home	0.07%
01	Alabama	047	Dallas	Home	0.05%
01	Alabama	049	DeKalb	Home	0.03%





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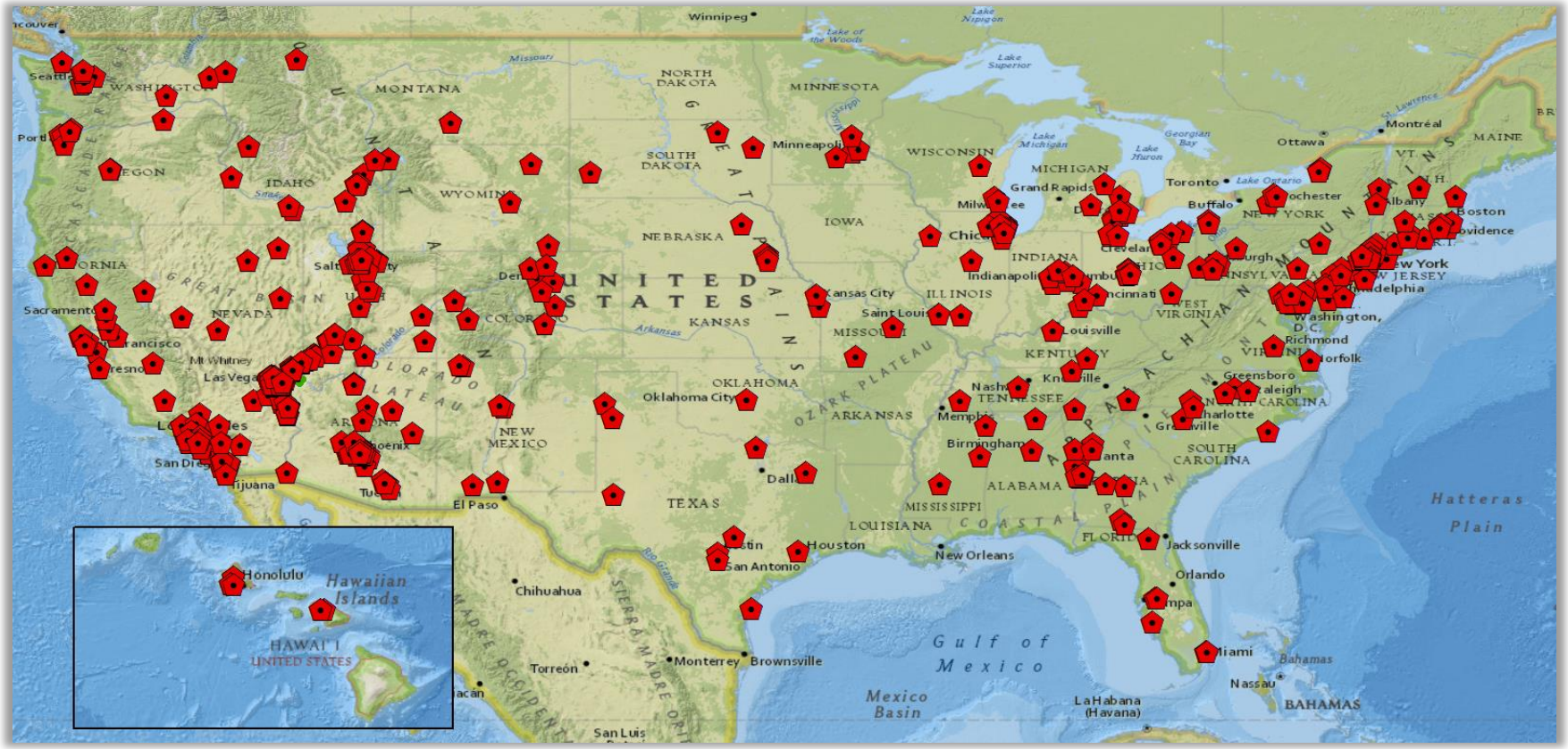
The power of where and when

Home Locations



Sampled Lake Mead Visitors
October 13, 2012

airsage
The power of where and when

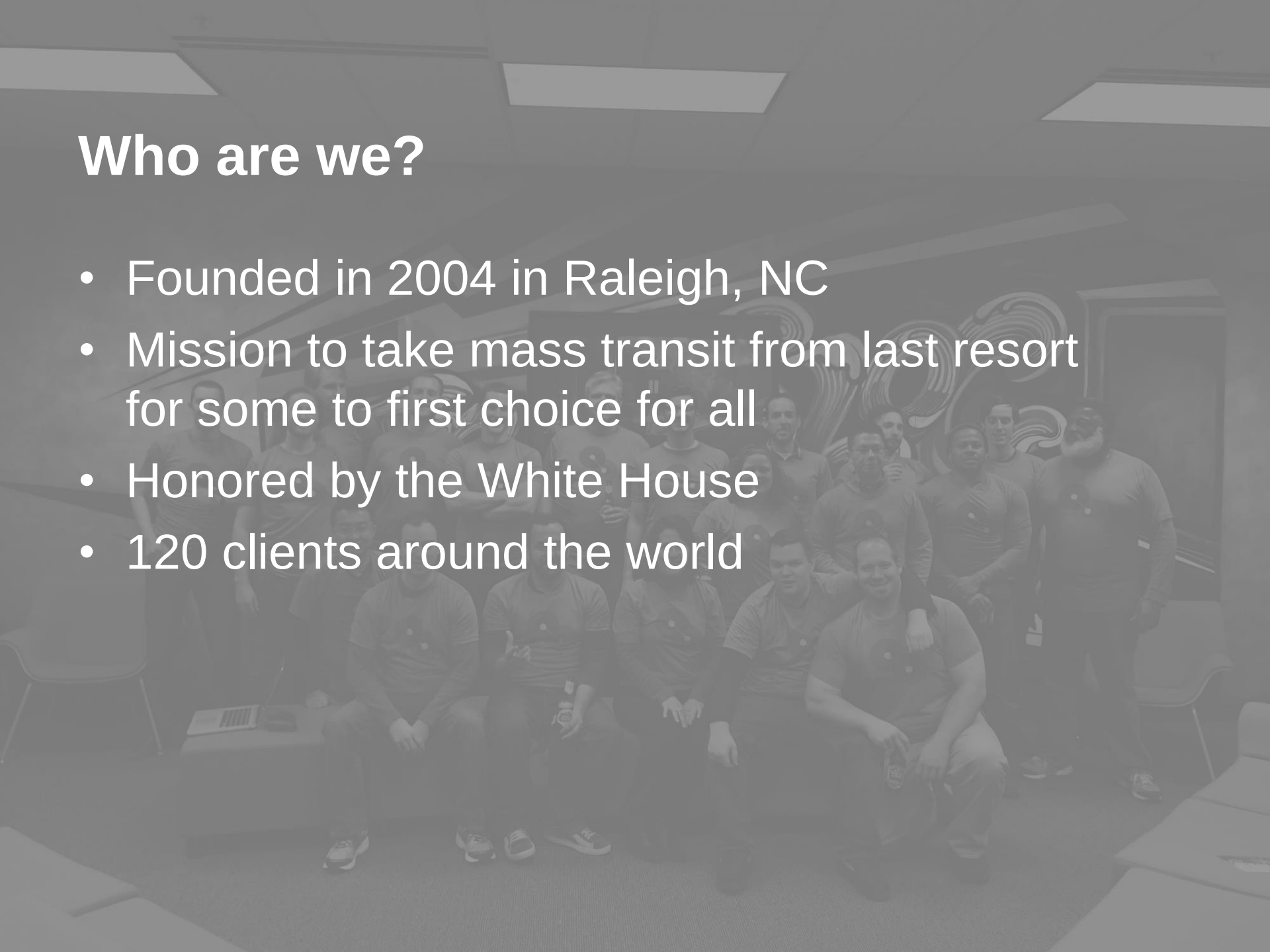
The Future of Transit

ULI Carolinas Meeting
February 9, 2015

TransLōc

Who are we?

- Founded in 2004 in Raleigh, NC
- Mission to take mass transit from last resort for some to first choice for all
- Honored by the White House
- 120 clients around the world



triangle
transit

cat

THE
COMET

Chapel Hill
transit

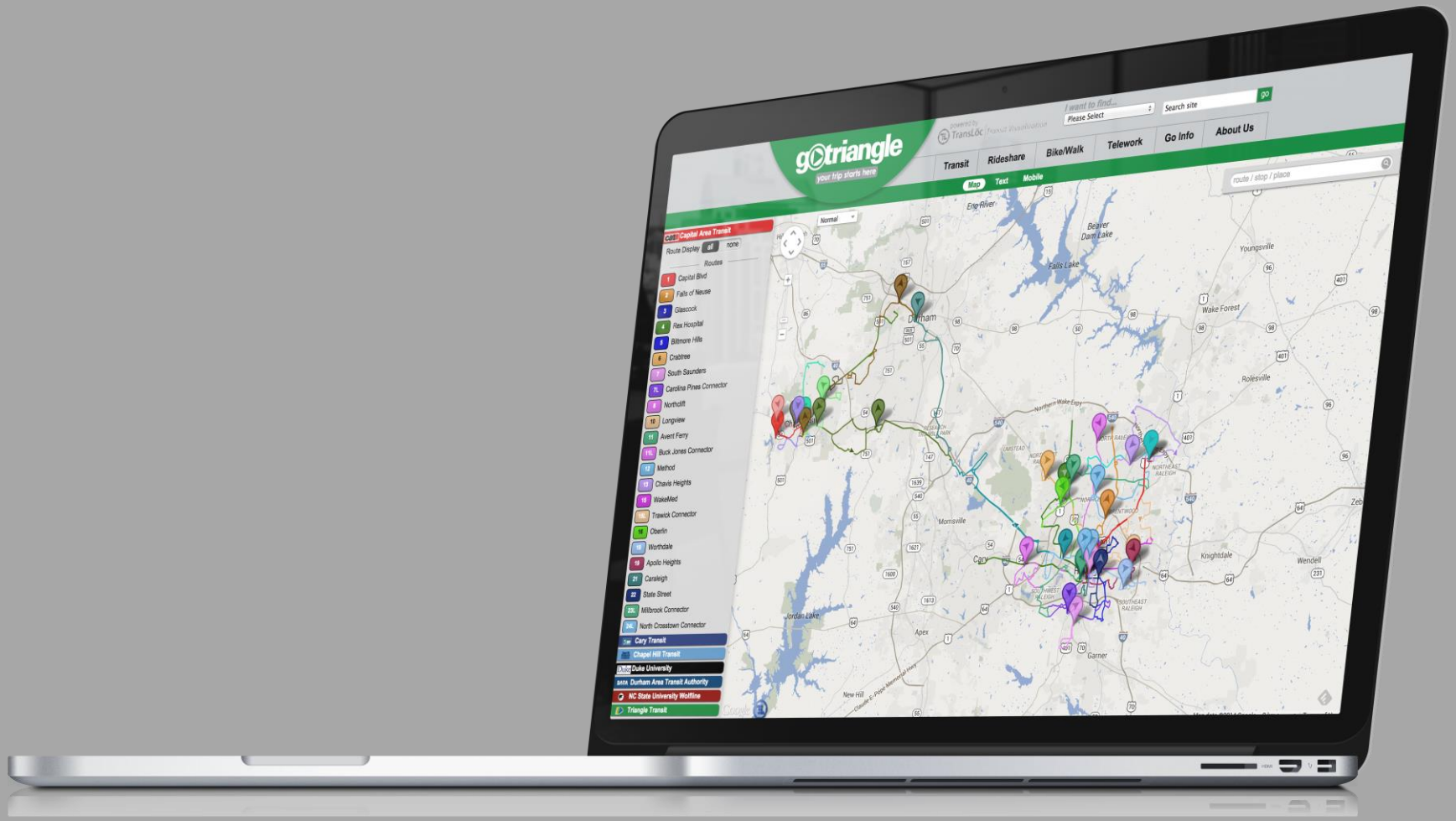
Duke
UNIVERSITY

DATA
DURHAM AREA TRANSIT AUTHORITY

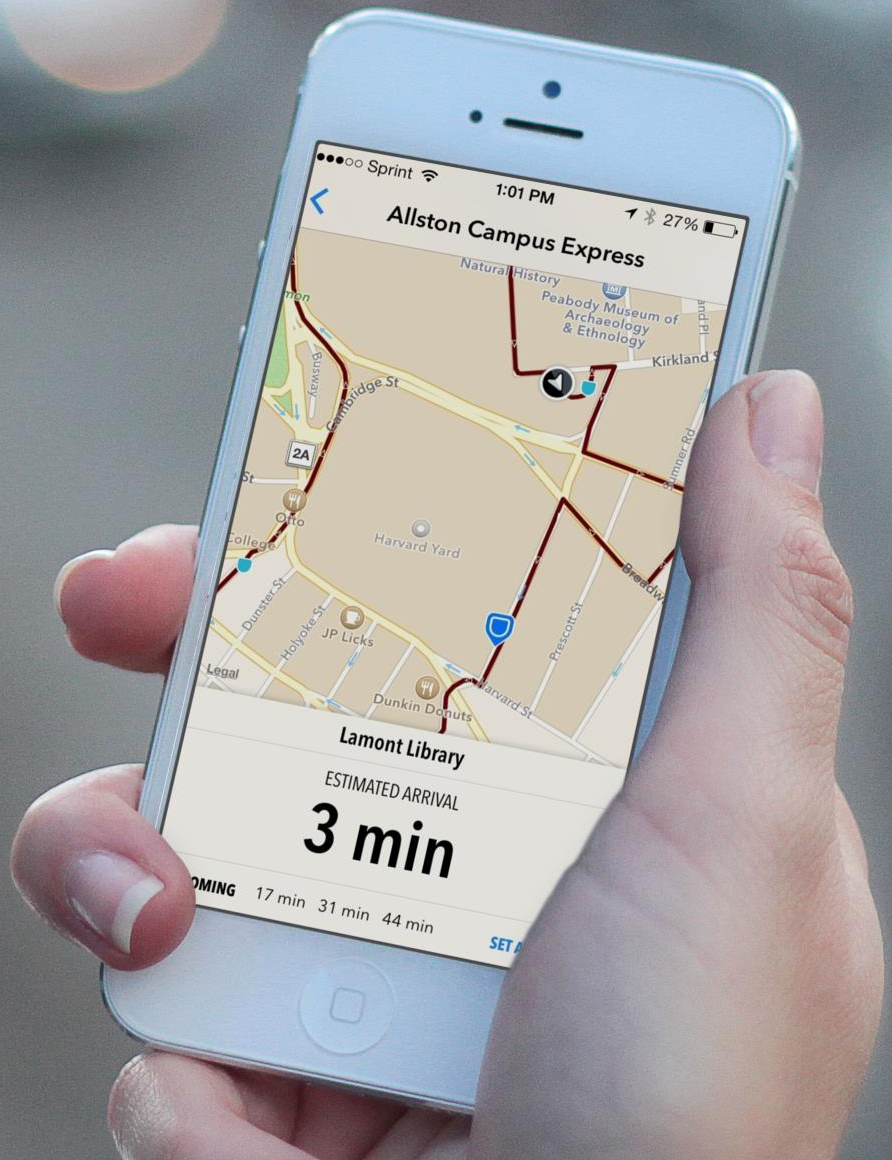
NC STATE UNIVERSITY

Tran
CARY TRANSIT

TransLōc® | *Real Time*

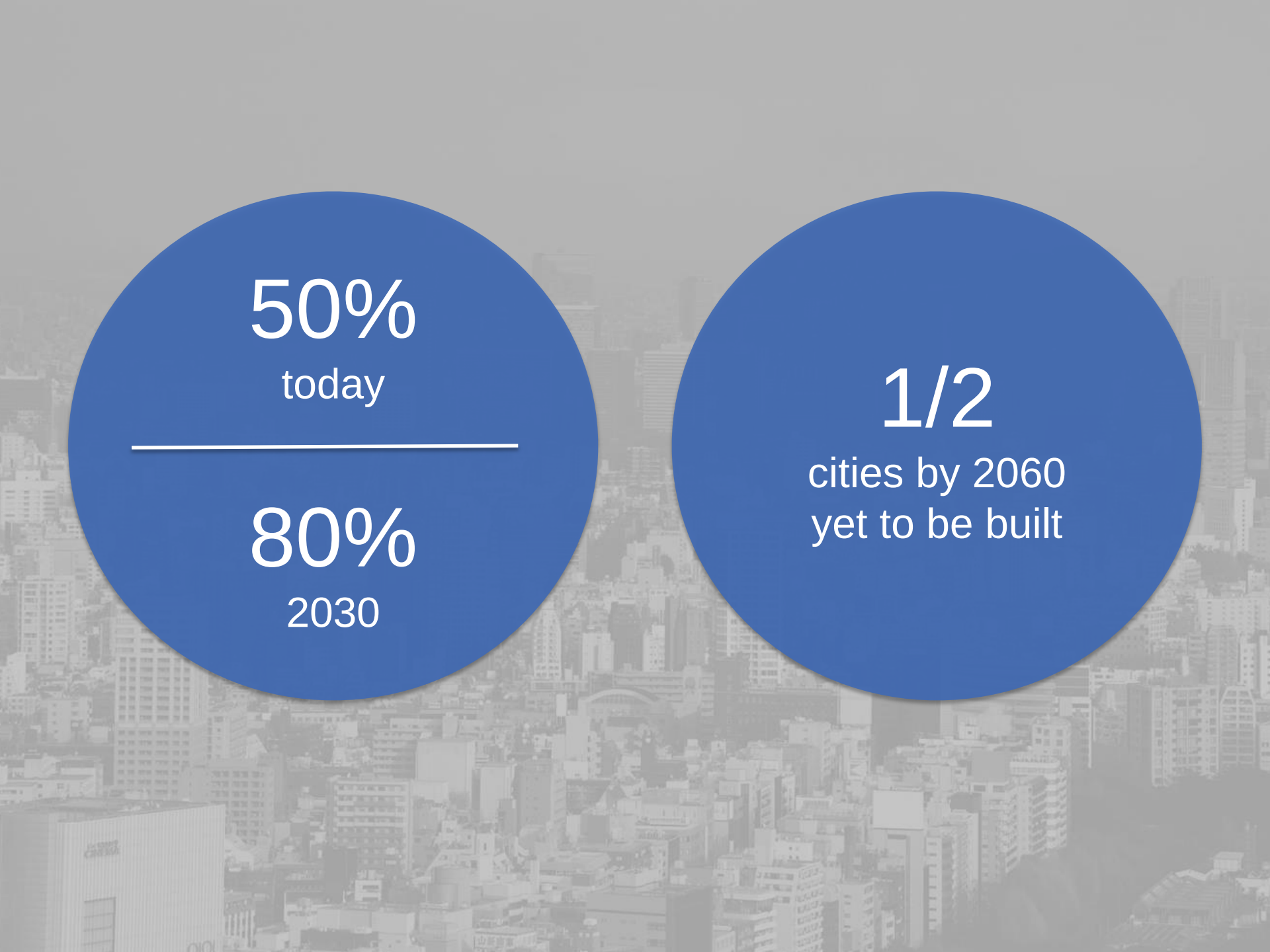


TransLōc® | *Real Time*



TransLōc® | *Real Time*

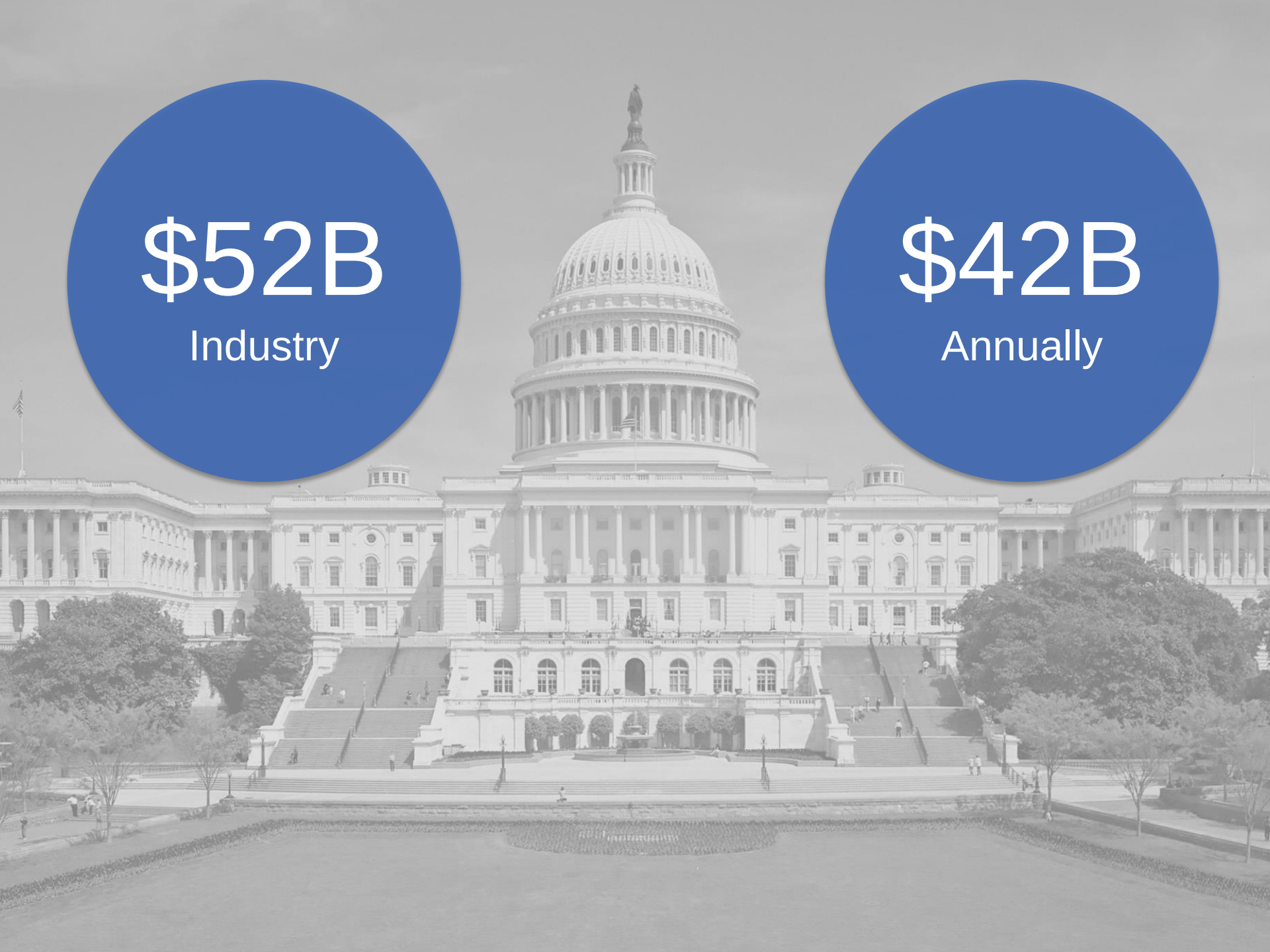
TransLōc | *Traveler*


50%
today
80%
2030
1/2
cities by 2060
yet to be built

Congestion

$124B losses in US

$186B by 2030


$52B
Industry
$42B
Annually

10 Billion

Bus rides annually in US

“Software is eating the world”

—Marc Andreessen,
Andreesen Horowitz

… but it hasn't eaten Transit, yet

Mass Transit 1.0

Chicago 1859, 1917

Mass Transit 1.0 Problems

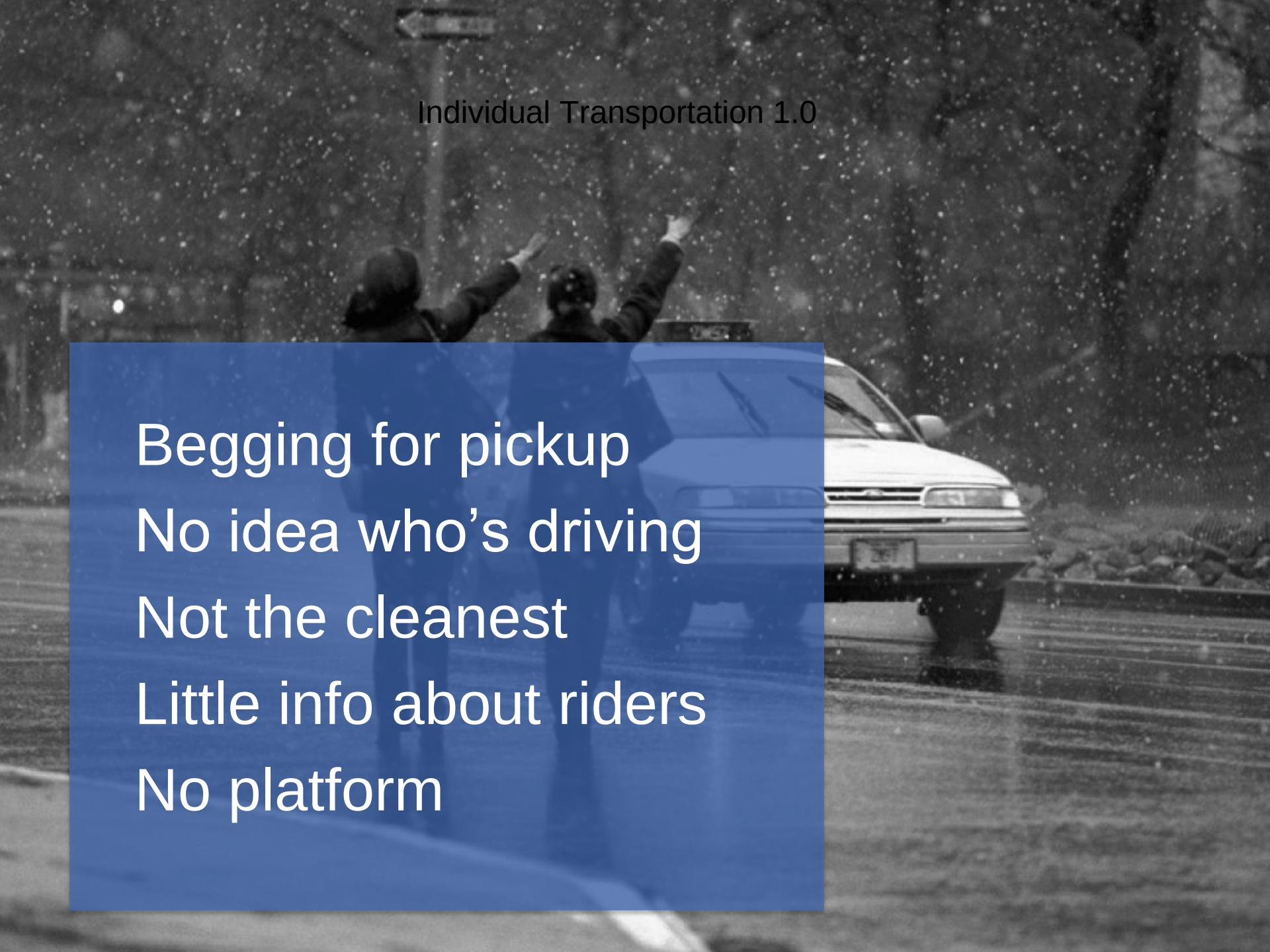
Current paradigm – Fixed everything

- Limited reach
- Last choice (77% empty)
- Little data
- No technology platform

Not Rider Centric

Individual Transportation 1.0

Individual Transportation 1.0



Begging for pickup

No idea who’s driving

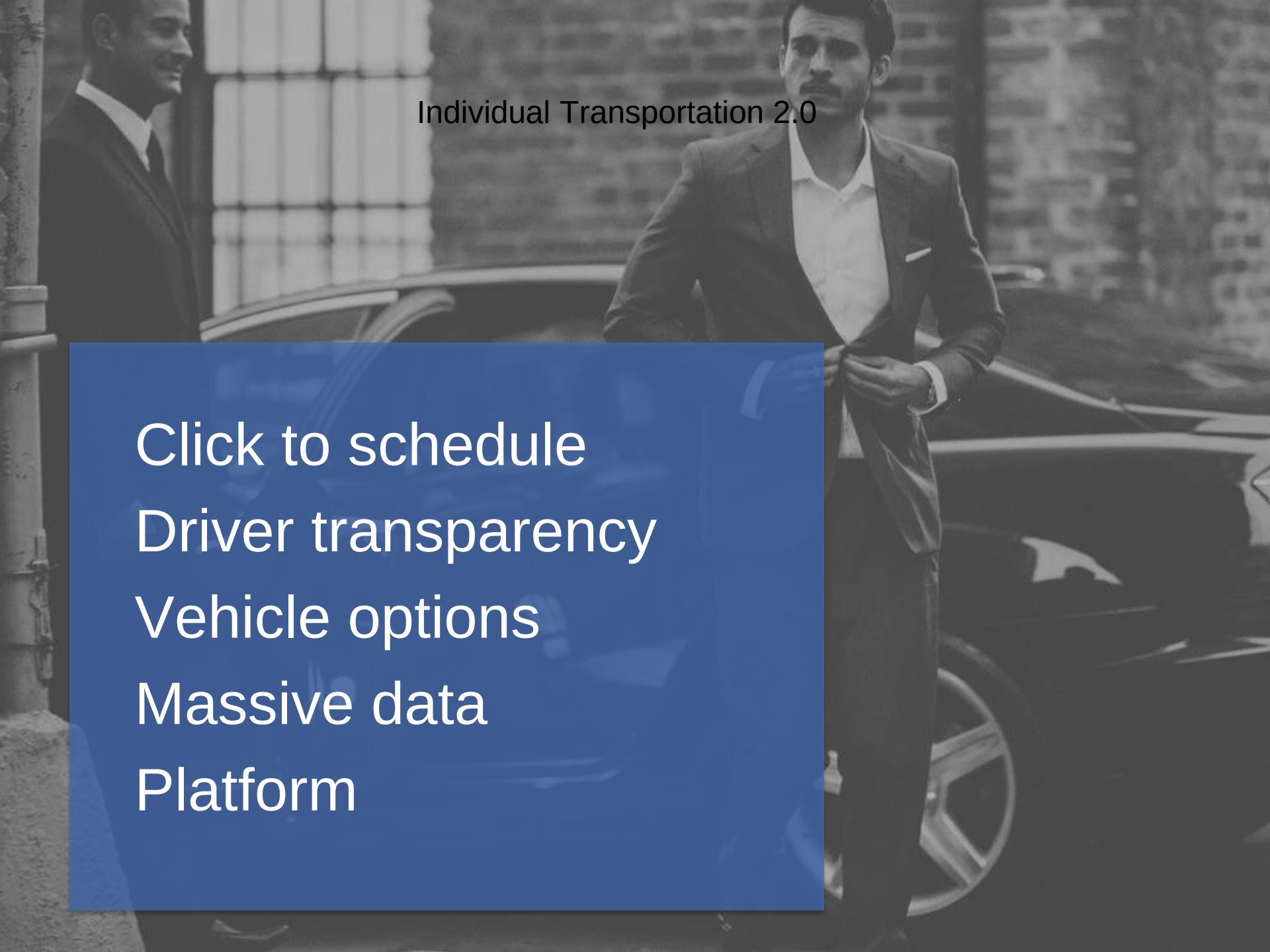
Not the cleanest

Little info about riders

No platform

Individual Transportation 2.0
UBER

Individual Transportation 2.0



Click to schedule

Driver transparency

Vehicle options

Massive data

Platform

Remember, Mass Transit 1.0

Imagine Mass Transit 2.0

Built around rider needs
Power in rider’s hands
Dynamic
Extensive reach
Driven by & leverages big data
Platform

Imagine a world where…

Riders schedule travel on mobile phone

System presents ride options

Rider selects & pays instantly

System gives boarding place and time

Right-size vehicle picks up riders at designated location and time

Route can dynamically adjust to pick up more riders

Meta Trends Aligning

Tech advancements & adoption
Smartphones, tracking, mobile payments, open data

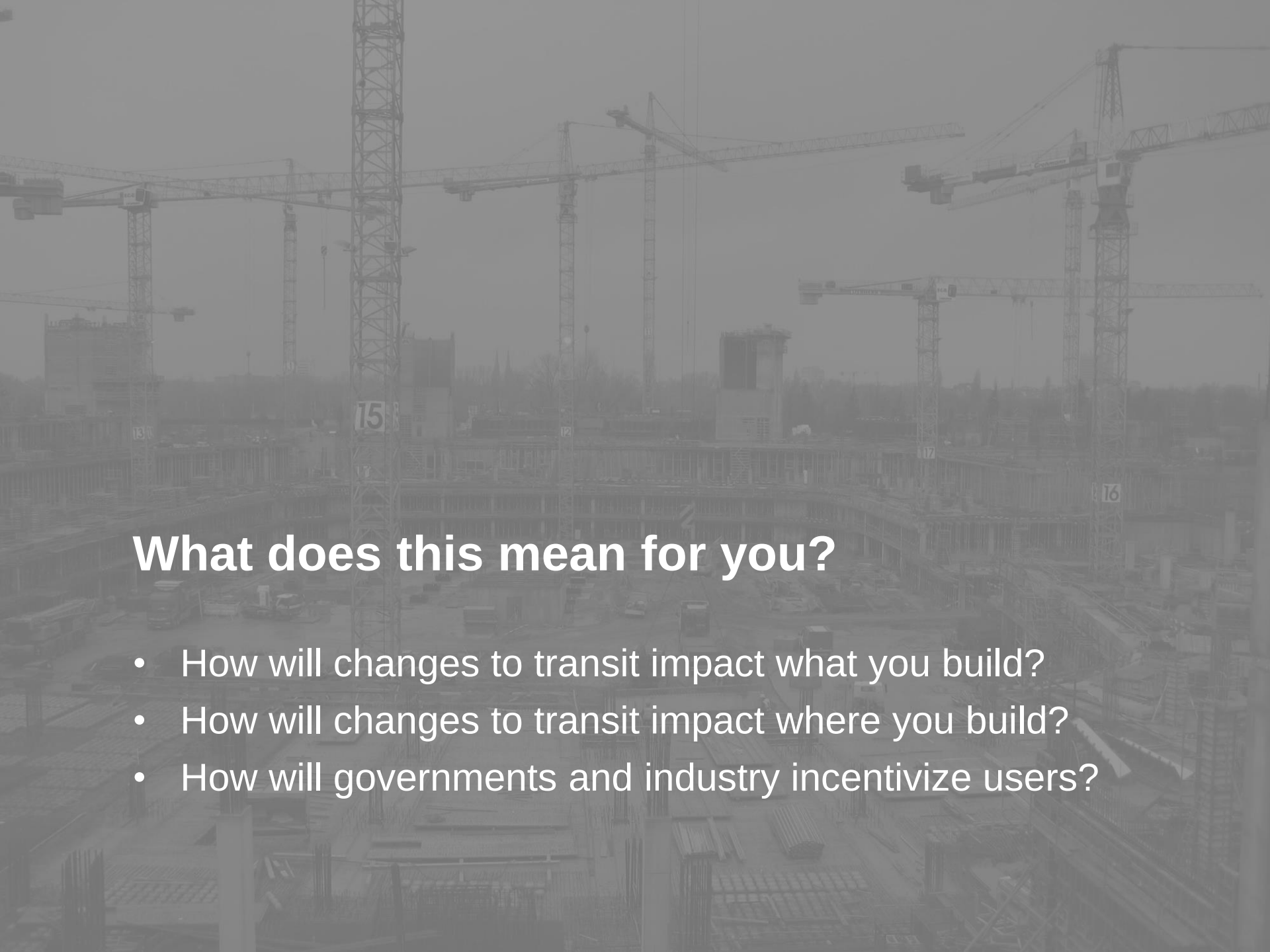
Urbanism
Cost of car ownership, increased urban dwelling

Paradigm shifts
Uber, Lyft, etc. (services adapt to people)

Transit Agencies recognize threats

Technology Platforms

Data
Big data capabilities



What does this mean for you?

- How will changes to transit impact what you build?
- How will changes to transit impact where you build?
- How will governments and industry incentivize users?

North Hills

Using Technology to Improve Parking & Transportation

@bonnergaylord

CAPTRUST

@bonnergaylord

@bonnergaylord

@bonnergaylord

What do you want to do
in North Hills today?
NH
SHOP
DINE
STAY & WORK
EVENTS
PARKING
OFFERS
@bonnergaylord

●●●○○ Verizon LTE 10:58 AM

Merchant

Chuy's

919-571-2489

Hours

Sunday-Thursday: 11:00AM - 10:00PM
Friday-Saturday: 11:00AM - 11:00PM

Founded in Austin, Texas in 1982, Chuy's owns and operates 43 full-service restaurants across eight states serving a distinct menu of authentic, made from scratch Tex-Mex inspired

Map & Parking | Add to Favorites

●●○○○ Verizon LTE 9:14 AM 38%

What do you want to do in **North Hills** today?

Shop | Dine | Stay & Work

Events | Parking | Offers

●●○○○ Verizon LTE 10:59 AM

Event Calendar

Midtown Farmers' Market
8:00AM - 12:00PM

20 July

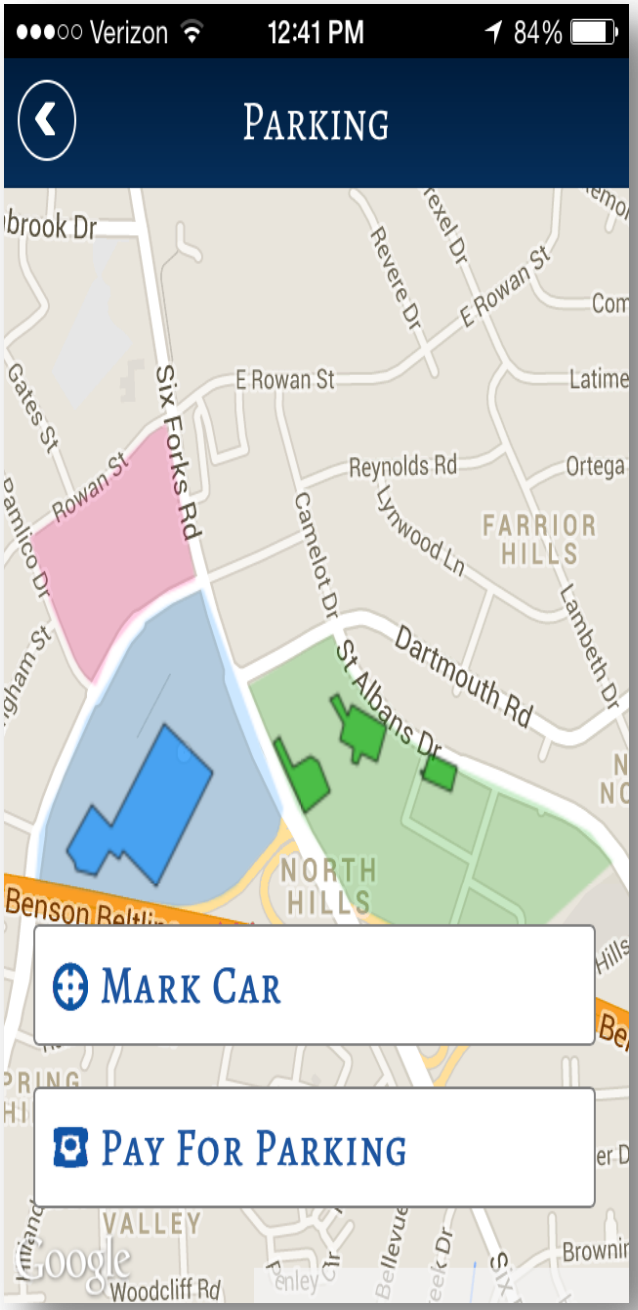
Midtown Bluegrass Series – Terry Baucom & the Dukes of Driver
4:00PM - 7:00PM

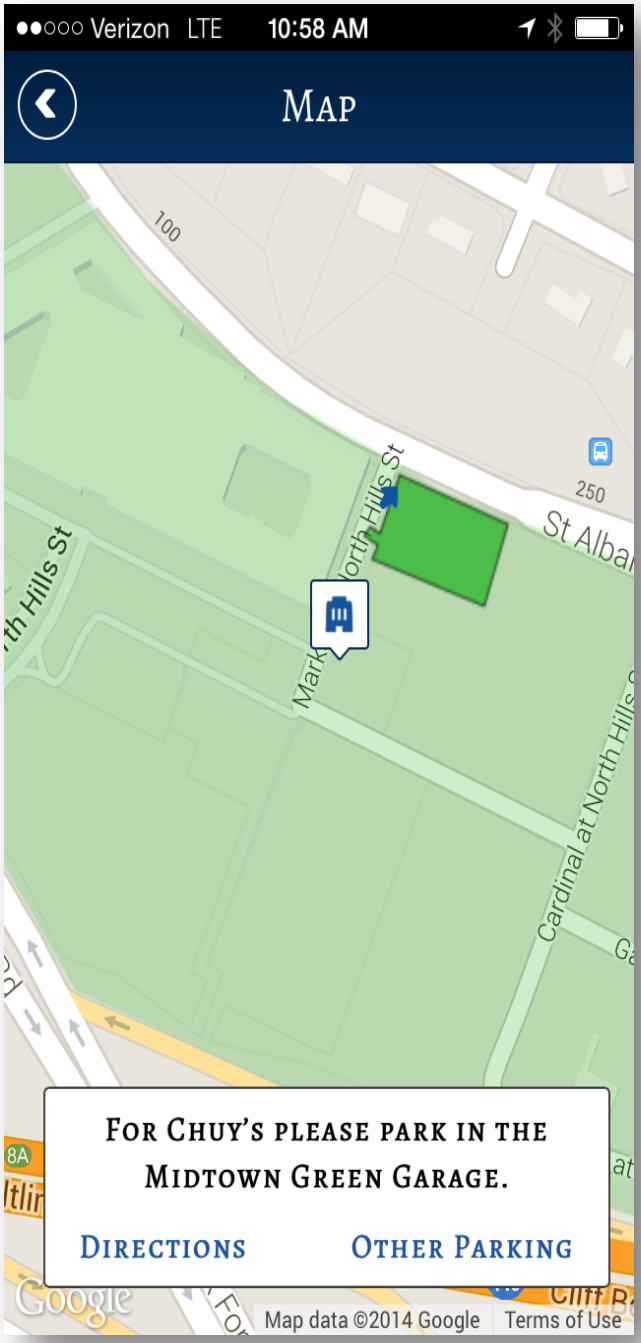
24 July

Midtown Beach Music Series – North Tower Band on 7/24
6:00PM - 9:00PM

Promotions Off | Event Series

@bonnergaylord





@bonnergaylord

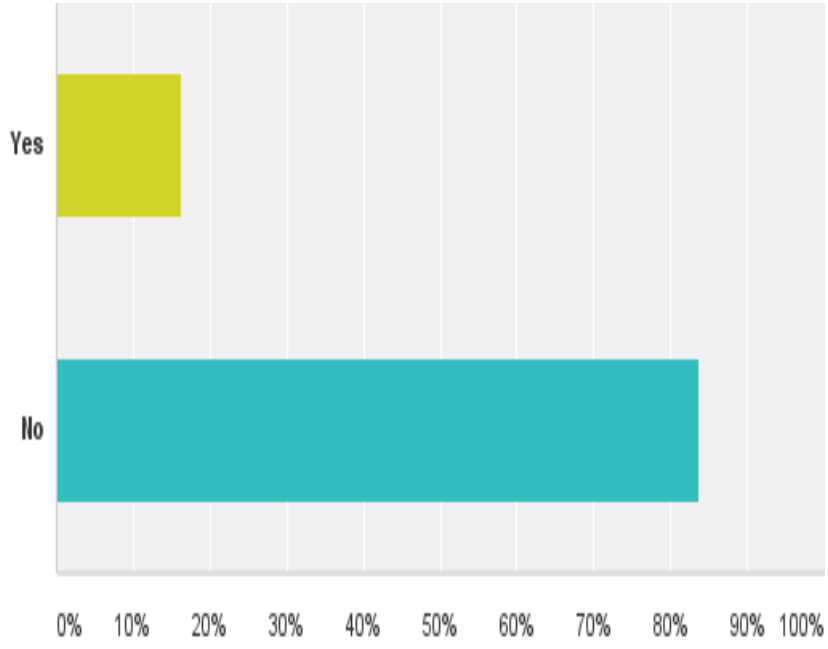
PARKING IS FREE
WHEN YOU VALIDATE BY PHONE

PAY FOR PARKING WITH PASSPORTPARKING

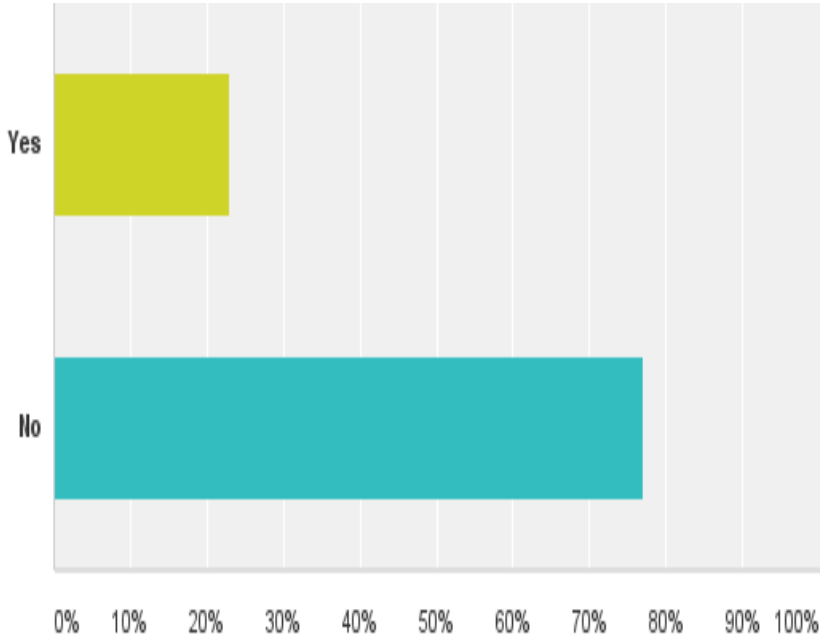
GET A CODE FROM A NORTH HILLS MERCHANT

ENTER CODE INTO PASSPORTPARKING

Would you be willing to use a paid parking system with validation (i.e. metered parking)?



Would you be willing to use an online parking validation system if that system would free up spaces for your customers?



Multi Use Garage
Exit Only
Entrance

LEVEL 4 SPACES AVAILABLE
409