Mobility & Its Impact on CRE

Sponsored by Lamar Johnson Collaborative

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Good Experience

• Easy, Clean & on-time
  ✓ First/last mile
  ✓ Multi-modal app
  ✓ On-demand
  ✓ Smart parking
  ✓ Pick-up/drop-off locations

• On-board connectivity (WiFi)
Rewarding

- Loyalty
- Connect riders with places of interest / businesses

<table>
<thead>
<tr>
<th>Airline</th>
<th>“Marketing” Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Airlines</td>
<td>$1.15 billion</td>
</tr>
<tr>
<td>United Airlines</td>
<td>$962 million</td>
</tr>
<tr>
<td>Delta Air Lines</td>
<td>$805 million</td>
</tr>
<tr>
<td>Southwest Airlines</td>
<td>$563 million</td>
</tr>
<tr>
<td>Alaska Airlines</td>
<td>$215 million</td>
</tr>
<tr>
<td>JetBlue Airways</td>
<td>$80 million</td>
</tr>
<tr>
<td>Hawaiian Airlines</td>
<td>$34 million</td>
</tr>
</tbody>
</table>
Safe

• Drivers
• Other riders
• Traffic accidents
  ✓ Connected vehicles
  ✓ Autonomous vehicles
  ✓ Sensors
  ✓ Intelligent signals
  ✓ Data & analytics
WE NOW LIVE IN AN ERA OF MOBILITY ON-DEMAND

CODING THE CURB

STEPHEN SMYTH

@coordcity
+sara@coord.co note that I updated head to reflect collision presentation.
Stephen Smyth, 6/5/2019

perfect. ya beat me to it.
Sara Wiedenhaefer, 6/5/2019
THE CURB IS THE GATEWAY TO A PROSPEROUS CITY

PEOPLE

PUBLIC TRANSIT

PARKING

SHARE VEHICLES

RIDE-HAIL

SERVICE DELIVERIES

PACKAGE DELIVERIES

PLACES

COORD
The future of the mobility ecosystem requires a lot of data—starting with the curb.

What can you do with the Digital Curb?

- More efficient curb management from cities
- Reduce complaints from residents & businesses
- Better communicate supply & demand from parking studies
- Improve accessibility: better planning & routing of vehicles
- Communicate trade-offs & gain ‘buy-in’ for commercial projects
Your tenants’ experience getting to + from your property will be their first + last experience
No two buildings are alike...

Different tenant mixes + transportation options available
Transportation is constantly changing with new technology
What doesn’t change?

WE ARE HUMANS
Humans like + need **choices**
Having access to choices makes a property more competitive.
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