

EnterLot

Info service enabling a building that

- needs less parking spaces
- enables denser cities
- guides people to enter the lot

Public presentation

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LIFE

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- Four interest groups of an efficient car parking
- Market size of parking (Finland/Helsinki)
- How EnterLot info service works
- User types
- Some business cases
- Potential customers

Four interest groups of more efficient parking

1. City



2. RE investor



3. RE manager



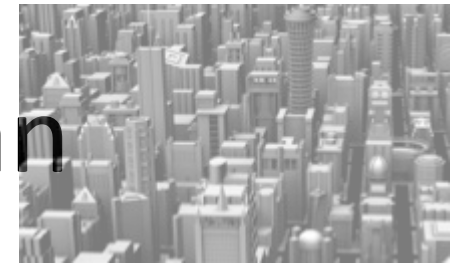
4.

1st time visitors
Occasional
visitors
Regulars





1. City / detailed plan



- Denser city, higher use-rates of parking spaces
 - more efficient urban economy
- Shared parking among different user groups
 - Residential-offices-services-
- Readiness to lower parking requirements by case
 - Detailed plan provisions
- E.g. Decision of the City of Espoo
 - 10% reduction in Otaniemi campus area
- E.g. Interest of Helsinki city planning office
 - Participation and assessment scheme in the new Laajasalo business centre



2. Real Estate Developer / Investor

- Negotiating with cities of
 - Reducing construction costs of parking facilities (10-30%)
 - Reducing costs of traditional parking guidance
- Selling argument: smart building that enables a smooth arrival





3. RE Manager

- More efficient use-rate of parking
- More (rapid) renting out
- Less need to build/rent extra parking facilities
- Improved customer service (business parks)
- Higher rents for better service





4. End user / arriving persons

- More informed arrivals
- Less need of helping staff
- Less hustle in new places
 - Emotionally more calm etc.
 - Honoured feeling, feeling smart
 - Focusing to substance, instead of arrival itself

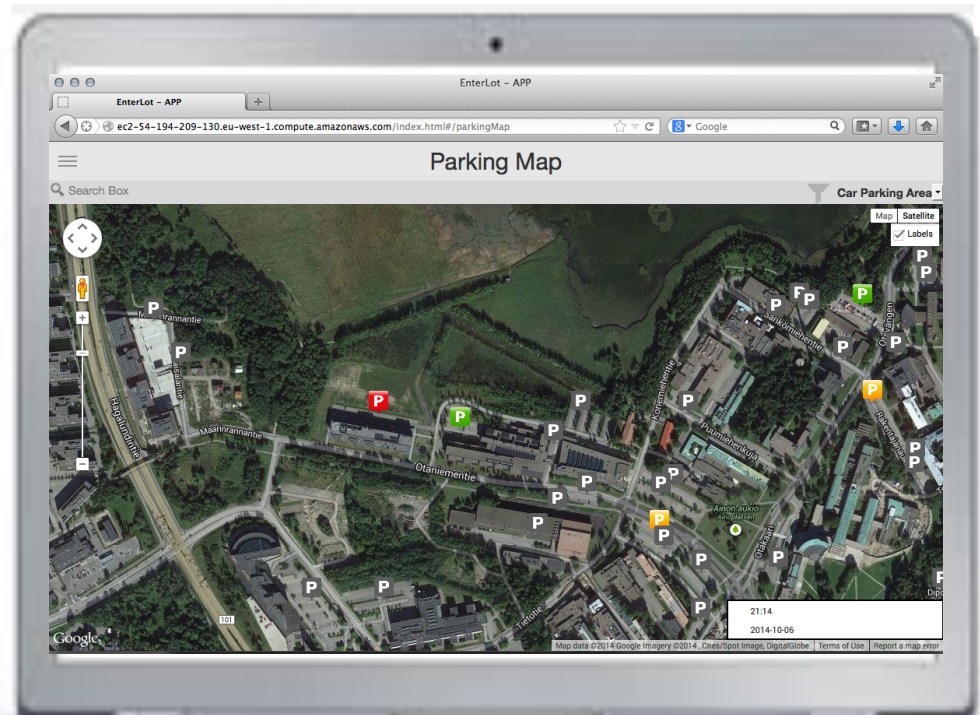
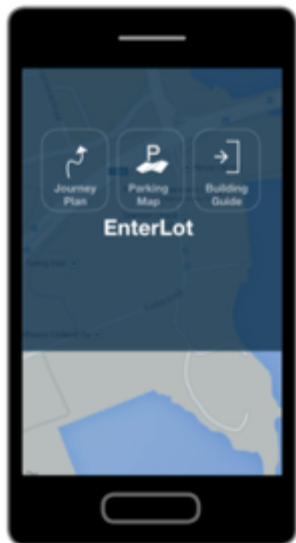


Market size of parking (Finland/Helsinki)

- Parking spaces reserve a huge amount of slow capital
- (Finland = 40 billion €)
 - In Finland 5000 new spaces constructed / a = 75 million €
 - On-street parking payments: City of Helsinki 11 million €/a
 - Monthly rent of one parking space
 - 300€ (Helsinki City center)
 - 100€ (former industrial, current office area near central Helsinki)
 - 60€ (old industrial area in suburb)

How EnterLot service works

In all devices having a web browser



Supporting all three phases of journey

Our motto: “...also the last mile - and beyond”

1. Navigation



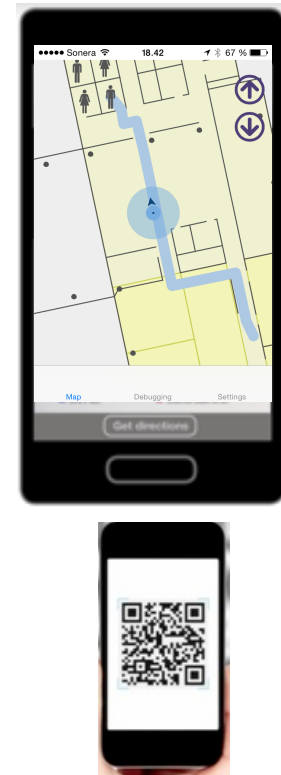
Existing public data
integrated

2. Entering the lot



Data given by the
customer (real-estate)

3. Indoor guidance

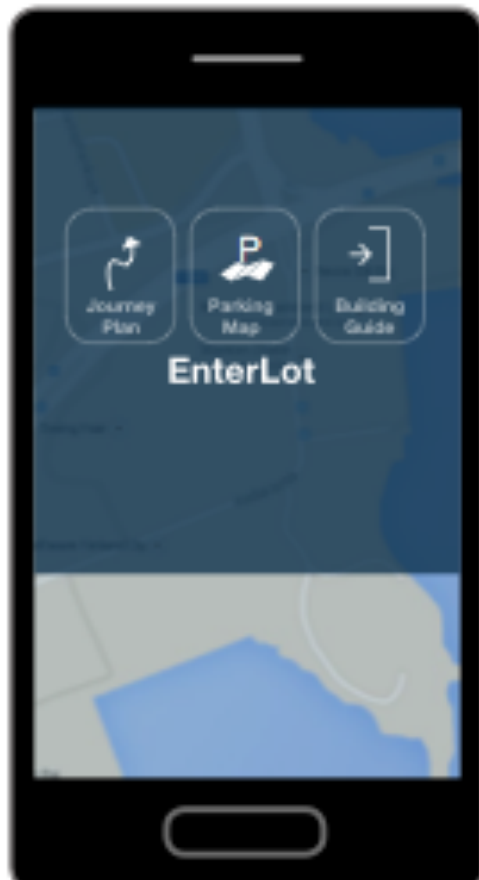


Data created by the
customer + 3rd party
service provider

EnterLot functionalities



EnterLot user interface



The main function of the concept is to help people plan their journeys from a starting point to an ending point with all different kinds of transportation modes. Not only the service provides information of each travel mode, but also compares selected travel modes by showing time, price and co2 emission so that users can choose their travel modes based on their preferences.

Especially the app includes important touch-points in one journey smoothly. For example, a car user can add a parking lot close to his ending point in his journey, and the app directs the user to an entrance of the parking lot, an entrance of the building and even inside of the building.

'Parking Map' and 'Indoor Guidance' are already a part of 'Journey Plan' service, but they can be also used separately.

*The main page.
Users can select what
they need.*

Approaching the real-estate by car navigator and parking info...



...to car park, crowd sourcing, from parking space to entrance

The app guides to an entrance of the selected parking lot



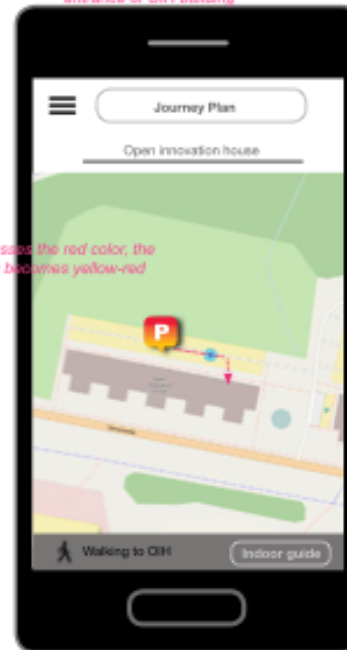
When the user arrives at the parking lot, the app asks to share the current parking lot situation



The user select one of the icons based on the situation in the parking lot, and share it. (Crowdsourcing)



After sharing, the user continues the journey with the app. It guides to the entrance of OH building



As the user presses the red color, the parking status becomes yellow-red from yellow

Press Indoor guide to get more guidance, and it can be seen with camera or map version.



Approaching the real-estate by public transport



Approaching the real-estate, needing only parking info

User can check out only parking map by press the tap on the left.



Time Set (how long) on-street vs. off-street
Indoor vs. outdoor
Visitor parking etc.

Type where to go or press current location



click a parking lot close to the destination and get into of the parking lot and surroundings



if the user likes it, press 'get directions'.



Next step will be the same as the previous page. (upper line)

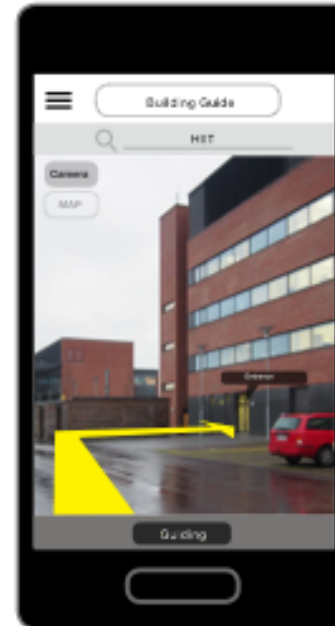
On the lot, to the building

Building Guide includes indoor guidance, building information and events information

Type a destination

Get info of the building and today's events in the building

Get directions from where the users stands. Indoor guidance can be done with camera view or map view



My favorites, special notices

For the regular visitors, employees or staff, daily use parking lots and routes can be added as their favorites so that they don't need to check out parking lots or routes everyday. Based on the favorite list, users will get notice messages.

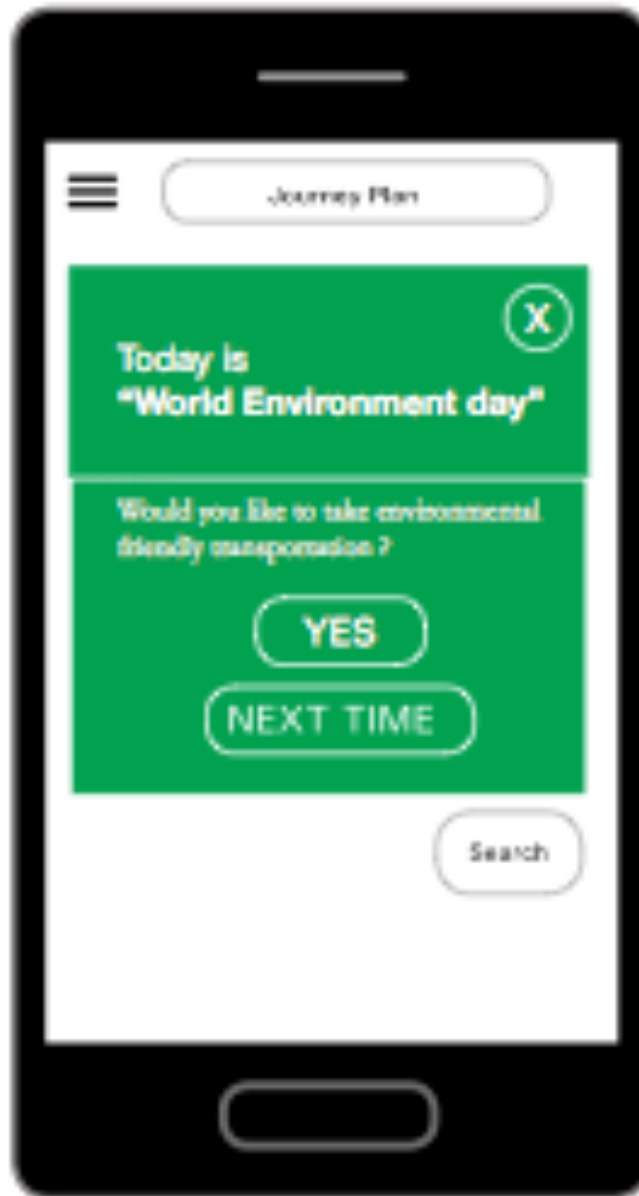
If a user puts 'OH1 parking lot' or 'Route:To Work' as his favorite, he will get an important messages on his mobile phone before journey when something is happening in his favorites. The app always suggests alternatives.



Examples →



Special features, e.g. environmental campaigns



Time to time, this kind of message will show up and ask users (especially a car user) indirectly to use public transportation or a bike instead of a private car.

If a user presses 'yes', the data will be sent and accumulated in SPIRE main server. If the users reaction is 'yes' most of times, a person is considered as a potential behavior changer.

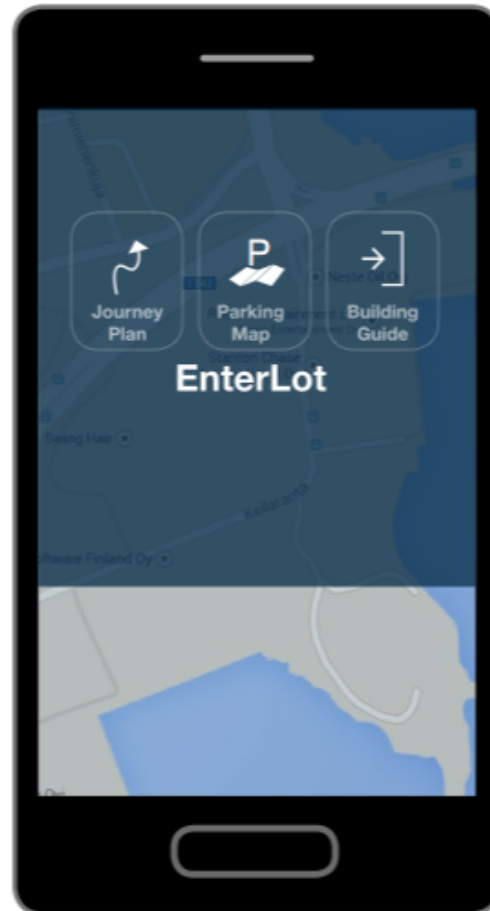
If a person presses 'next time' often, he will get less campaign messages like this so that he will not be annoyed.

Try me in the real life (=internet) Browser Google Chrome works best, at the moment)

The preliminary work version of EnterLot info service

Click the phone

Requires presentation mode of your power point



username: enterlot
passwd: terolten

Possible user and building types who would benefit from EnterLot

End-user arriving to the building:

- a) routinely (employee, frequent visitor, a student, delivery)
- b) occasionally (less frequent visitor, event goer, delivery)
- c) 1st time (1st time visitor, event goer...)

Building types:

- a) Business park or a head quarter located in multi-building complex
- b) University
- c) Hospital
- d) Event venue/conference center
- e) A building in a city center having only a few off-street parking spaces
- f) A car park serving for shared parking of surrounding real estates
- g) Shopping center



The three most potential types of business cases

RE investors/developers

Business parks

City center REs

Business case 1: Real estate investor/ developer (REID)

- EnterLot is a strong argument for REID to reduce 10-30% of parking requirements in a particular construction/development case
- REI buys consulting and a success fee of 10% of its savings shown explicitly in the construction permit by the city authorities
- 1 saved space = 25 000 - 50 000€ => success fee 2500 – 5000 €/space.
- Reduction of 50 spaces => sf 125 000 - 250 000€

BC 2: Business Park

Business park	
companies	50
Space/comp	10
Total need of spaces	500
Over booking 130%	150
More companies	15
Monthly extra rent, €	15000

- **Business park investor and manager buys the EnterLot service by annual contract**
 - **And provide us the local info and guidance arrangements**
- **EnterLot enables Business park to rent out 130% of its parking spaces (40-100€/space/month)**
 - => **Getting more tenants in the building => more payments/less new constructions**
- **Business park offers better guidance for tenants' visitors, delivery trucks etc.**
 - **Also for regular users in special occasions**
- **End users can buy extra features**

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BC3: A building in a city center, some rented off-street parking spaces

- Reduced need of rented parking spaces
 - Savings: 5 x 100€/month (6000€/a)
- Happier employees
 - Less recruiting costs
- Sales: 1000€/a for EnterLot service



Potential customers

- Aalto University Properties
- Senaatti properties
- Cities' areal development projects
 - Tuusula, Espoo, Helsinki, Vantaa
 - New Laajasalo business center
 - Construction companies trying to lower parking requirements in their (residential) developments
- Technopolis and other business park investors and managers
- Bigger hotels in city center

(Cf. Espoo decision to lower 10% parking requirements in Otaniemi campus if EnterLot type of info service is in use)

Helsinki is willing to include EnterLot in participation and assessment plans

Computer science

User studies

Business, UI and service design

Transport, parking and regional planning Entrepreneur

IPR + data protection Board specialist

Regional planning

Our research team
Smart Parking for Intelligent Real-Estate (SPIRE 2013-2014) members signed that *background material is free to use in a, say, start-up.*

Helsinki

Finland

Thanks a lot

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