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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Contents

• 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

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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

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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
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.
Approaching the real-estate by car navigator and parking info...
...to car park, crowd sourcing, from parking space to entrance
Approaching the real-estate by public transport
Approaching the real-estate, needing only parking info
On the lot, to the building
My favorites, special notices

For the regular visitors, employees or staff, daily use parking lots and routes can be added as their favorites so 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 'OCI 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.
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

username: enterlot
passwd: terolten

Requires presentation mode of your power point
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 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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<td>companies</td>
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<td>Space/comp</td>
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<td>Total need of spaces</td>
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<td>Over booking 130%</td>
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<tr>
<td>Monthly extra rent, €</td>
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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 info service is in use)

Helsinki is willing to include EnterLot in Participation and assessment plans
Thanks a lot

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