

A New Approach to Metro Mobility



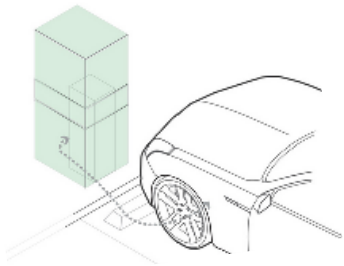
We have singular experience in articulating, envisioning and planning the EV ecosystem, and integrating mobility and urban trends.

Regional Plan for EV Charging Infrastructure

2012

Reduce Emissions

Using geospatial analysis to identify core institutions such as universities and hospitals (as well as areas where EV ownership is currently concentrated or projected to grow), WXY worked with the New York State Energy and Research Development Agency (NYSERDA) to develop a region-wide, “cluster-based” strategy for the development of a electric vehicle charging infrastructure to support the emerging EV ecosystem.



EV Tourism

Date

Increase Opportunity

Targeting a sustainability-focused, non-car-owning urban demographic, WXY and Barretto Bay developed on a weekend tourism model for economic development in upstate New York, using new electric rental cars and a charging infrastructure to urge weekend visitors to explore new destinations across the Hudson Valley and Catskills Region. Such ‘inclusive’ tourism benefits EV rental companies, commuter railroads, and eco-friendly lodgings.



Brooklyn Tech Triangle

2013

Shift Paradigms

The technology and creative sectors are among the fastest growing in the United States and New York City and over the course of the past few years, we have witnessed a significant shift in location, from suburb to city. In order for New York City to capture the growth opportunities represented by these industries, the city must address issues with available real estate in neighborhoods that increasingly attract technology firms, as within the Brooklyn Tech Triangle.



Brooklyn's Technology Triangle, North Carolina's Research Triangle Park, Boston's Innovation District, and Austin's Innovation Zone each represent tech ecosystems where carsharing works.



To the degree that multi-family operators may be reluctant to manage a high-risk enterprise outside their core businesses, it is our recommendation that BMW focus instead on the workplace model. Below, existing examples in the Tri-State area.

Industry City	Brooklyn NY	NY Metro	Jamestown	Surface Lots	<i>Notes</i>
1875 K Street	Washington, DC	DC Metro	Shorenstein	Garage LEED Gold EnergyStar	<i>Notes</i>
Franklin Tower	1401 I Street NW Washington DC	NY Metro	Shorenstein	Garage LEED Silver	<i>Notes</i>
Center Plaza	1-3 Center Plaza Boston, MA	Greater Boston	Shorenstein	Garage	<i>Notes</i>
Prudential Center	800 Boylston Street Boston, MA	Greater Boston	Boston Properties	Garage	<i>Notes</i>
Bay Colony	950 Winter Street Waltham, MA	Greater Boston	Boston Properties	Surface Lots	<i>Notes</i>