

WHITEPAPER

Using Motionloft Sensor Technology to Improve Leasing and Operations

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Foot traffic is key to any successful shopping center. When looking at an available space, or the center as a whole, it's hard to predict what traffic will be, and how it's trending; however, Kimco can.

Kimco has installed Motionloft sensors, which track anonymous data about pedestrian and vehicle traffic patterns, at select properties throughout its portfolio. Used in an open-air shopping center, these sensors monitor traffic patterns in real time, providing analytics that allow Kimco to measure average traffic totals per day, week, and month, as well as during the busiest time of the day and peak shopping seasons. Standalone, or part of a comparative analysis with tenant sales data, here's how Kimco is using Motionloft to help make informed decisions on leasing and property operations.

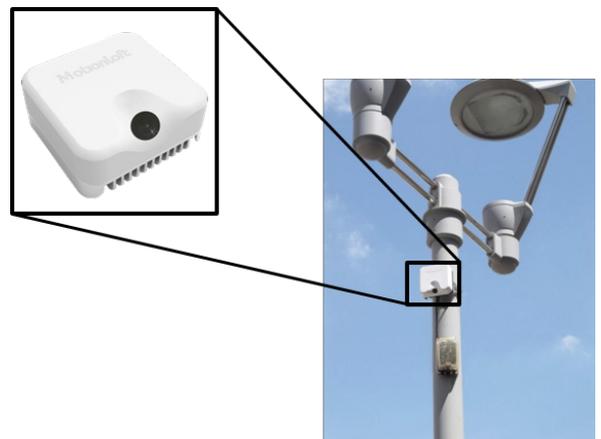
SUBURBAN SQUARE, ARDMORE, PA

THE OPPORTUNITY:

Suburban Square is a unique type of outdoor property. Its shops are spread over 15 buildings divided by numerous outdoor walkways, with multiple entrances for cars and pedestrians. Kimco's leasing and property managers wanted to better understand how foot traffic flowed throughout the shopping center, how it changed with events and store openings, and its ultimate effect on tenant performance. They also wanted to measure peak traffic times throughout the week and during each day to better operate and advertise the center.

KIMCO'S SOLUTION:

Twenty-eight pedestrian and vehicle sensors were installed throughout Suburban Square. Now, leasing and property management use the Motionloft data for key operational decisions to ensure better tailored services for customers while also cutting costs. For example, traffic patterns allowed property management to refine its operational programs, making sure more personnel are available during the busiest times of the day. By tracking daily traffic flows, they're also pinpointing when and where advertising and in-center events can best drive sales. In the future, management will analyze data before and after a new restaurant or shop opens to determine how the opening effected foot traffic and nearby store sales. By better understanding this data, leasing and property management hope to improve every tenant's success.



"IT HAS REALLY ALLOWED US TO TAKE KIMCO'S LEASING STRATEGY TO THE NEXT LEVEL. NOW THE DATA TELLS THE STORY THAT OUR RETAILERS ARE SO INTERESTED IN KNOWING."

- CARMEN DECKER, VICE PRESIDENT, PACIFIC NORTHWEST.

MARKETPLACE @ FACTORIA, BELLEVUE, WA

THE OPPORTUNITY:

The desire to understand foot fall through the various pedestrian entrances at Marketplace @ Factoria to determine traffic flow patterns and more importantly if certain locations attracted more shoppers than one would expect.

KIMCO'S SOLUTION:

Motionloft sensors -- nine pedestrian counters -- were installed at the property. To test the preconceived notions about traffic, the property manager and regional vice president of leasing combed through the foot traffic analytics provided by Motionloft and found that perception wasn't reality. The historic perception that one entrance had less foot traffic than the others, proved inaccurate and the data was able to validate shopper flows throughout the day. That reassured new and existing tenants that the location provided as much visibility as others. The sensor data also revealed an opportunity to improve traffic patterns by analyzing peak traffic time verse tenant mix in one of the areas. The leasing team is now working strategically to remerchandise that wing to curate the right retailers to drive shoppers there at all times of the day.



SODO SHOPPING CENTER, ORLANDO, FL

THE OPPORTUNITY:

To attract new restaurateurs to the shopping center the leasing team wanted to support their efforts by quantifying the volume and consistency of foot traffic through the main street 7 days a week. To date, they could only rely on broad assumptions or visits to the shopping center, neither of which could provide real time data running 24 / 7 that could be graphically displayed in a way that could tell a compelling story.

KIMCO'S SOLUTION:

Kimco installed 13 Motionloft sensors on light poles, in buildings and in the parking garage. The center's leasing agent compiled the hour-by-hour foot traffic data from the eight pedestrian sensors focusing on the one in front of the available space, and presented the data to the potential lessee. The data revealed a steady flow of foot traffic each day, proving the slow traffic the restaurant owners observed in a single afternoon was an anomaly. Relieved by these findings, the restaurateurs signed the lease for the space in Sodo Shopping Center.



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