INTEGRATION OF INTELLIGENCE WITH DESIGN

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ITU Smart Sustainable Cities Forum
March 2015
IBI Group

TREND ANALYSIS

- A global architecture, planning, engineering and technology firm
- Currently operating in five continents
- Working in 69 offices worldwide
- Over 40 years in operation

2,400+ dedicated people
- A staff base of over 2,400 people around the world

100+ service lines
- Working across more than 100 service lines

US$288m
- 2013 revenue

Serving all global markets
GLOBAL AND URBAN DEVELOPMENT TRENDS
Trend 1: A majority of the world’s population now lives in cities; by 2050, 2/3 of the world population will be urban dwellers:

Takeaway: The future is in cities, not rural areas.

Trend 6: The population in developed countries will be ageing, bolstering the need for social infrastructure investment.

Takeaway: ‘Ageing in place’ will be highly desirable; plan for places with mixed-use, walkable, and safe environments.
**Trend 9:** 53% of Millennials live in suburbs, but if they could, many would move to urban city / small town neighborhoods.

![Bar chart showing current and ideal living preferences]

**Takeaway:** There is latent demand for affordable urban living in mixed-use, walkable downtown and village settings.

Source: Pew Research Center (2014); Lachman and Brett, Generation Y (2011)
Trend 12: Experiential bricks-and-mortar retail is thriving while standard retail is losing to low-cost and online retail:

**Takeaway:** Focus on high-quality retail of products/services that cannot be experienced online and that favour walkable, urban places.
Trend 13: Walkability and age diversity as a decision criteria of where to live are gaining in importance; commuting is less so:

- Sidewalks & walkability: +6%
- Nearby places to walk to: +4%
- Short work commute: -8%
- People from all stages of life: +8%

Source: National Association of Realtors (2013)

Takeaway: A high-quality pedestrian environment with a vibrant mix of users is a must to attract residents.
Trend 16: While car trips have been decreasing in the last decade, non-car trips have been going up:

Takeaway: Other modes need to begin sharing the street, too.

Source: US Census Bureau, National Household Travel Surveys (2001 and 2009)
Trend 17: Millennials are not keen on getting a driver’s license:

Takeaway: Young people will push the demand for non-car mobility.
**Trend 18:** Being (virtually) connected in real time is becoming more and more important, especially for the young generation:

In your daily routine, losing which piece of technology would have the greatest impact on you?

**Takeaway:** Mobile devices will be the driving technology in the future.
Trend 20: New business models are evolving – decentralized, virtual, unbundled, and offering choice and shareability:

Takeaway: New business models that offer convenience to the user will also disrupt the mobility market.
**Trend 24:** The ‘Internet of Things’ will surpass the Tablet, Smartphone, and PC markets combined by 2017.

*Takeaway:* ‘Big data’ generated by personal, home, and mobility devices will allow for efficient and customized urban solutions: The ‘Smart City.’
Trend 25: Spending on infrastructure is evolving with economic growth – from basic response to a proactive means

Takeaway: Use infrastructure as a tool for increasing the quality of life of cities, once basic needs are satisfied and slower growth eases demand.
Demographics + Economics + Consumer preferences + Technology = Efficient and high-quality urban living and mobility
RETHINKING DESIGN
E-book technology trial for West Midlands bus stop
Mobility as a Service

Finland to host the first Mobility as a Service ecosystem in the World.

The Helsinki Model aspires to upgrade the service level of transportation by harnessing the passion and capacities of public and private entities. Collaboration and integration of services aims to create a seamless, demand-based and compelling travel experience for the public.
Defining the cities of tomorrow

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