



DOWNTOWN AUSTIN ALLIANCE USES BRIVO DATA FOR RETURN-TO-WORK

WHY BRIVO

- Brivo's real-time data helps organizations understand occupancy tracking and building usage to make informed community decisions
- Anonymized data tracks activity and events at access points of physical spaces across hundreds of buildings
- Makes it easy to identify workforce patterns by location

THE CHALLENGE

For more than 25 years, the Downtown Austin Alliance has been committed to the value and vitality of downtown Austin. Downtown Austin saw growth in practically every area in 2019, including a record-high development pipeline with 20 projects under construction and 19 planned. The worldwide epidemic transformed the city's lively landscape in early 2020. In order to plan downtown's recovery, the Downtown Alliance needed updated statistics on the downtown economy since COVID-19. The Downtown Alliance contacted Brivo after reading a Wall Street Journal article to find ways to analyze traffic patterns to see if employees are physically in their office space or building.

THE FINDINGS

Downtown Austin has a strong startup culture that has a large presence of small businesses. With the impact of [COVID-19](#) sending most employees to work from home, the Downtown Austin Alliance used Brivo data to determine that the rate of change was more extreme downtown than in surrounding zip codes. With this data, the Downtown Alliance found that most downtown workers are able to work from home because of the type of occupation they have. Though the team couldn't prove it before, Jenell used the Brivo data set to prove the concept that there's a large percentage of workers that can work remotely and the longer they do, will have great impacts on downtown businesses that thrive on foot traffic.

THE RESULTS

Downtown Austin Alliance ultimately uses the [Brivo data](#) information to advocate for different resources and areas that need to be improved, including city-wide programs that they support or champion to use in communication with the businesses downtown to bring in more street traffic.

Brivo's robust, real-time data helps organizations like the Downtown Alliance understand occupancy tracking and building usage to make informed decisions that best serve the community. The anonymized data tracks activity and events at access points of physical spaces across hundreds of buildings in the downtown Austin area. Tracked events include actions such as a forced open door, a door ajar, motion events, and lock tampering.

The cleaning and ambassador programs the Downtown Alliance funds use workforce patterns to make sure nothing goes unaddressed and ensure community services respond to deploy more resources as traffic increases.

“Having data that’s accurate and the most up-to-date as possible helps make all of the moving parts of a community work better.”

-Jenell Moffett, Associate Vice President of Strategic Initiatives

To learn more about Brivo data

[visit brivo.com](https://brivo.com)

ABOUT BRIVO

Brivo is the global leader in mobile, cloud-based access control for vacation rental, commercial real estate, multifamily residential, and large distributed enterprises. Our comprehensive product ecosystem and open API provide businesses with powerful digital tools to increase security automation, elevate employee and tenant experience, and improve the safety of all people and assets in the built environment. Having created the category over twenty years ago, our building access platform is now the digital foundation for the largest collection of customer facilities in the world, trusted by more than 25 million users occupying over 300M square feet of secured space in 42 countries.

Our dedication to simply better security means providing the best technology and support to property owners, managers, and tenants as they look for more from buildings where they live, work, and play. Our comprehensive product suite includes access control, smart readers, touchless mobile credentials, visitor management, occupancy monitoring, health and safety features, and integrated video surveillance, smart locks, and intercoms. Valued for its simple installation, high-reliability backbone, and rich API partner network, Brivo also has the longest track record of cybersecurity audits and privacy protections in the industry.



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