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## **NYU CUSP, Related Companies, and Oxford Properties Group Team Up to Create “First Quantified Community” in the United States at Hudson Yards**

### **Collection of Big Data to Inform New York City and Cities Around the World and Allow Hudson Yards to Continue to Optimize, Innovate, and Enhance User Experience**

New York University’s Center for Urban Science and Progress (CUSP) today announced that it will partner with Related Companies and Oxford Properties Group to create the nation’s first “Quantified Community” – a fully-instrumented urban neighborhood that will measure and analyze key physical and environmental attributes at Hudson Yards.

This “Quantified Community” will create an interactive, data-driven experience for tenants and owners of the 28 acre mixed-use development now being built on Manhattan’s West Side. In line with the development’s overall aim of improving operational efficiencies, productivity, and quality of life, CUSP will use the data to help New York City - and, ultimately, cities across the world - become more productive, livable, equitable, and resilient. Related and Oxford will use the data to continually improve the worker, resident, and visitor experience, while also making the neighborhood more efficient.

CUSP and Related/Oxford are still developing the final list of attributes that will be measured in Hudson Yards, but examples include:

- Measuring, modeling, and predicting pedestrian flows through traffic and transit points, open spaces, and retail space.
- Gauging air quality both within buildings and across the open spaces and surrounding areas.



- Measuring health and activity levels of residents and workers using a custom-designed, opt-in mobile application.
- Measuring and benchmarking solid waste with particular focus on increasing the recovery of recyclables and organic (i.e. food) waste.
- Measuring and modeling of energy production and usage throughout the project, including optimization of on-site cogeneration plant and thermal microgrid.

Dr. Constantine Kontokosta, PE, Deputy Director & Head of the Quantified Community initiative at CUSP said, “The Quantified Community will create a unique experimental environment that provides a testing ground for new physical and informatics technologies and analytics capabilities, which will allow for unprecedented studies in urban engineering, urban systems operation, and planning, and the social sciences. Given the scale and significance of Hudson Yards, we believe that our partnership with Related will help to create a model for future sustainable, data-driven urban development.”

Jay Cross, President of Related Hudson Yards said, “The ability to conceive of and develop an entirely new neighborhood creates tremendous opportunities. Hudson Yards will be the most connected, measured, and technologically advanced digital district in the nation. Our cutting-edge commercial tenants are drawn to Hudson Yards for its state-of-the-art infrastructure featuring unprecedented wired, wireless, broadband, and satellite connectivity; and energy optimization through on-site power generation and central waste systems. Through our partnership with CUSP we will harness big data to continually innovate, optimize and enhance the employee, resident, and visitor experience.”

Dr. Steven Koonin, Director of CUSP said, “This partnership between Hudson Yards and CUSP is successful because Related and Oxford understand the importance of sensor-enriched environments in creating the most efficient and livable cities of the future. CUSP aims to be a leader and innovator in the emerging field of ‘Urban Informatics’ – the observation, analysis, and modeling of cities – and our first Quantified Community at Hudson Yards is a great step toward this goal. CUSP is extremely grateful for this partnership and we look forward to working with them as this project continues to take shape.”

### **About New York University’s Center for Urban Science & Progress**

CUSP is an applied science research institute created by New York University with a consortium of world-class universities and the foremost international technology companies to address the needs of cities. At the heart of its academic program, CUSP will investigate and develop solutions to the challenges that face cities around the world. This research will make CUSP the world’s leading authority in the emerging field of “urban informatics”. For more news and information on CUSP, please visit <http://cusp.nyu.edu/>.

### **About Hudson Yards**

Hudson Yards, developed by Related Companies and Oxford Properties Group, is the largest private real estate development in the nation’s history and the largest development in New York City since Rockefeller Center. Hudson Yards will be a hub of connectivity, community, culture, and creativity. It is anticipated that more than 24 million people will visit Hudson Yards every

year. The site itself will include 17 million square feet of commercial and residential space, more than 100 shops and restaurants, approximately 5,000 residences, Culture Shed, 14-acres of public open space, a new 750-seat public school and a 150-room luxury hotel – all offering unparalleled amenities for residents, employees, and guests. The development of Hudson Yards will create more than 23,000 construction jobs, and when completed in 2024, more than 40,000 people a day will either work in or call Hudson Yards their home. For more information on Hudson Yards please visit <http://www.hudsonyardsnewyork.com/>

