

Transit Retail

Why TRA?

TRA has been a part of the planning, development and revitalization of transit retail at some of the largest transit agencies in the United States. For a transit agency that has never implemented a retail program, managing issues like tenant mix, security, pest control, and trash removal can be intimidating. Upgrading an existing retail portfolio, subject to public bidding requirements, can be equally challenging. TRA has the people, the experience, and the tools - including our Mobile Retail Management Tool - to ensure that efforts to add or upgrade transit retail are successful.

For the private retail developer seeking access to transit properties, TRA's extensive experience will result in successful proposals and reduce the cost of implementation.

Results with TRA

TRA is an industry leader in producing results at some of the top transit agencies in the United States:

- ✓ In Chicago, TRA partnered with Jones Lang LaSalle to redevelop the Chicago Transit Authority's (CTA) retail concession program and produce millions in new revenues. Working with the CTA, the team resolved long standing maintenance and vacancy issues that had plagued the agency and its retail tenants. We initiated a new system-wide ATM program, reduced vacancy from over 50% to 14%, and developed a 'specialty vending' program for services such as Red Box DVDs and automated retail. The team also created a comprehensive inspection program and updated the CTA's approach to retail leasing with new market-based retail procurement documents and updated leases and licenses.
- ✓ In San Francisco, TRA worked with the development firm selected to create a plan for bringing retail to the Bay Area Regional Transportation Authority (BART). For the private retail developer, TRA's assistance on this project resulted in its successful designation for the BART project and significant savings due to our know-how on implementation of projects with transit agencies.
- ✓ As the exclusive real estate representative of the Massachusetts Bay Transportation Authority (MBTA), TRA managed concessions for Boston-area transit for 18 years. Some of our successes with the MBTA include tripling revenues from the retail portfolio, expanding and improving customer choices, creating successful ATM and vending programs, engaging retailers and their employees in the MBTA's post 9-11 Secure Stations Initiative; and developing a mobile retail management and inspection tool that provides transit operations staff with reliable up to the minute tenant information.

With such a foundation of pioneering ideas, dynamic reforms, and economical program initiatives, TRA can bring the benefits of a successful retail concessions program.

Transit Retail Services

Transit retail done right is an important method of creating a new source of non-fare revenue as well as providing ridership with an enhanced experience.

- ✓ Transit station assessment for retail opportunities
- ✓ Development of transit retail programs
- ✓ Master developer deal structuring
- ✓ Retail leasing and management
- ✓ Public bid documents and process management
- ✓ Pushcart/kiosk programs
- ✓ Mobile Retail Management Tool



TRA

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