Chapel Hill’s Smart Economy

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A smart economy makes it easier for people to engage in business. In this way, a smart economy is attractive for businesses.

Chapel Hill can learn from this video by taking steps to make its businesses serve both residents and tourists.


https://youtu.be/nQbgChFTySw?list=PLIfOLx3HAATdLJt4bkc0eGPy0zhkqqRHV
In A Student’s Opinion...

Do you feel like you would benefit from money management workshops?

- **Yes**: 57.14% (56 responses)
- **No**: 42.86% (42 responses)

Total: 98 responses

Do you feel comfortable using LinkedIn to find internships and jobs as a Carolina student?

- **Yes**: 38.38% (38 responses)
- **No**: 61.62% (61 responses)

Total: 99 responses
UNC Dorm Sharing

- Based off of model used in the Netherlands (Peerby)
- Addresses issue of students not having access to goods and services they need within the dorms
- Holding borrowers/lenders accountable
Long Term Effects

- Creates more economic students
- Promotes connections and community
- More efficient
- Access to more than RHA supplies
Expanding the UNC One Card

• Two Phases:
  – Flex on Franklin
  – Work Study Income Access (WSIA)

https://www.onecard.unc.edu
Flex on Franklin

- Connects UNC dining with restaurants on Franklin street
- Allow students to pay for food using the flex dollars available on their One Card
Advantages

- Parents more willing to pay in Flex
- The incentive to spend flex dollars instead of pocket money
- This stimulated spending will encourage further growth on Franklin and Chapel Hill
Taste of Nashville

Here's an example of what Flex on Franklin could look like:

http://campusdining.vanderbilt.edu/taste-of-nashville/
Work Study Income Access

- Improves Work Study by complementing the Flex on Franklin program through the connection of the money earned from income to the funds in the one card.

- Consolidates money earned from Work Study to be spent more efficiently

- Enhances/complements Flex on Franklin
Tar Heel Meals
- Smoother dining experience
- More aware/informed customers
- Expands range of customer service

Go Grocery
- Decreased stress/animosity towards grocery shopping
- Increased spending (Coupons)

Functionality

Tar Heel Meals
- Restaurant Reviews
- Food Rating
- Directions/Map
- In-app Menu
- Table Wait Times
- Reservation Availability
- Food Delivery/Wait Times

Go Grocery
- Local Markets
- Items List
- Store Map/Layout
- Item Price Comparison
- In-app Coupons
- Item Price Comparison
- Quantity vs. Price Comparison
- In-app Reward Cards
Go Grocery: Pros and Cons

Pros:
- More satisfied customers
- Speedier business interaction
- Informed customers
- Increased revenue
- Increased business
- Convenience for customers

Cons:
- Reliance on store support and compliance
- Pricing accuracy
- Frequency of updates
- App development costs
- Map accuracy
Tar Heel Meals: Pros and Cons

Cons:
- Reliance on restaurants to incorporated this technology
- Reliance on consumer reporting accuracy and contribution
- Development Cost
- Reliance on location technology

Pros:
- More satisfied customers
- Speedier business interaction
- Informed customers
- Increased revenue
- Increased business
- More available customer options
So much happening on campus and very little organization of material as to what all of this is-- gets disorienting.

Lack of efficient communication between on-campus vendors, dining halls, Franklin St., CCI printers etc. in terms of accessibility and availability

more parking

lack of resources which are available to everyone

naivety about the future

Libraries should be open earlier on weekends

The student population of UNC needs to be more self aware, and students accurately.

Better food in on-campus dining halls, The drop-off between the
Digital Boards

- Digital interface between the town and its residents/visitors
- Two-way street: compatible with searching and feedback
- Creates the missing social link between UNC and Chapel Hill

*Civic Resource Group International provides a cloud platform (Civic Connect) that personalize benefits to businesses, the public, and governments
Measuring Impact

Pros

• Used by all classes
  • smart ‘social’ grid
• Serve as focal point
• Advertising money
• Collection of “tap” data
  • Creating experiences

Cons

• Underutilization/education
• Maintenance
• Lines/wait time
  • privacy/security