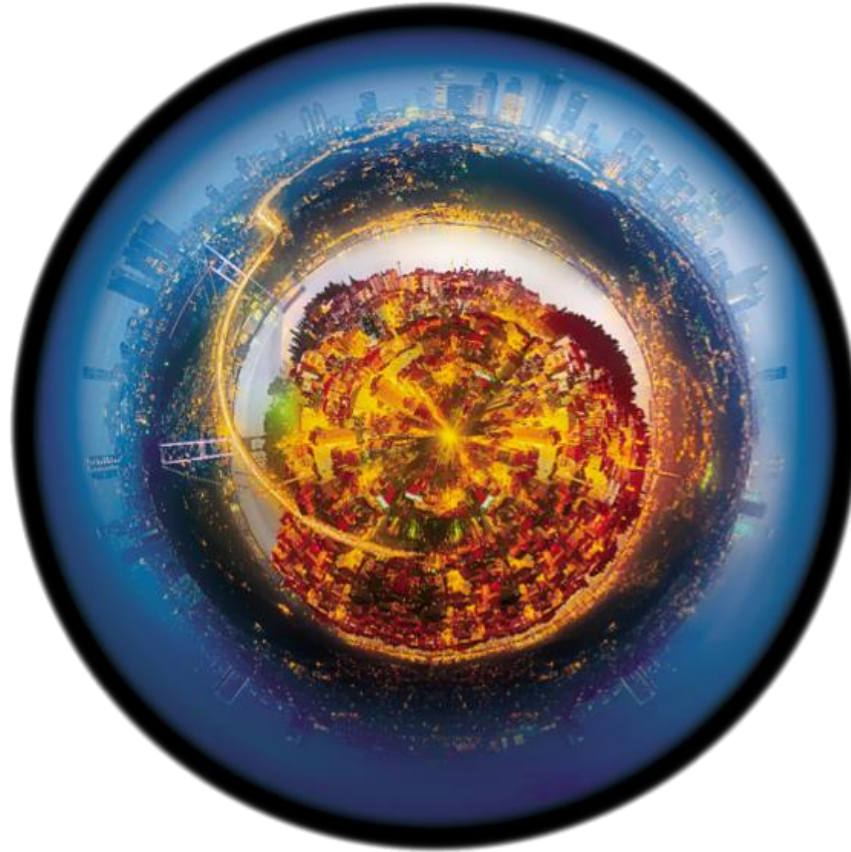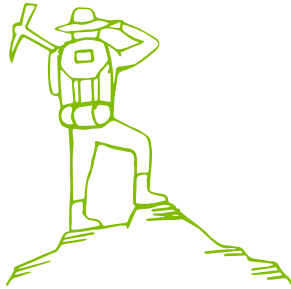**Ann Arbor Mobility Transformation**
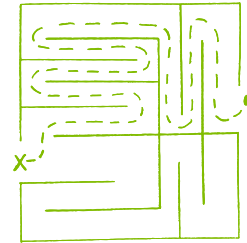**Local Development Financing Authority Briefing**

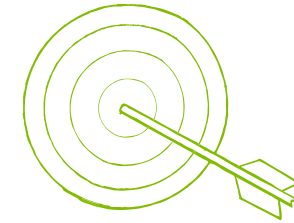March 2018

Ann Arbor Mobility: A Tipping Point
Constraints on mobility will challenge Ann Arbor's growth

Ann Arbor attracts increasing amounts of residents, businesses, employees, visitors, and students...

...but is constrained in its ability to accommodate this growth and deliver an exceptional mobility experience...

...that meets the needs of Ann Arbor's diverse group of stakeholders and delivers on the city's promise for innovation and new thinking

Ann Arbor Mobility Transformation Vision

We believe there is an opportunity to transform mobility in the Ann Arbor area through a collaboration of public and private stakeholders. This transformation has two main components.

First, it starts with creating a data platform that combines disparate Ann Arbor area data sets and applies analytics to generate mobility insights, such as ways to decrease traffic congestion.

Second, it enhances this platform by incorporating multiple mobility modes and parking functionality within this integrated platform.

Aspirational Goals of the Ann Arbor Mobility Transformation

We are embarking on an initiative with public and private stakeholders to:

Improve ridership on transit

Provide **improved data** reporting and analytics to support decisions for operations and capital investment

Facilitate the **mobility of employees** 24 hours a day for the economic benefit of employers

Improve **accessibility** to the Ann Arbor Area for residents and visitors

Impact demand on **parking**

Increase revenue generation for public and private institutions

Future *of* **Mobility** | **Deloitte.** | Ford

Since we began the journey in September, we've made substantial progress

1 **Engaged Public and Private Stakeholders**
Aligned stakeholders including the City of Ann Arbor, the Downtown Development Authority, the University of Michigan, AAATA The Ride, AECOM, AWS, Ford Smart Mobility, and Deloitte Consulting

2 **Conducted User Interviews and Workshops**
Leveraged ethnographic research to form and prioritize primary use cases

3 **Organized Cross-functional Teams**
Formed teams aligned to major workstreams, including Mobility Insights, Future Funding Model, and Blueprint Roadmap

4 **Initiated Data Discovery Phase**
Launched data discovery and architecture to form the platform's data foundation

5 **Launched a 90-day Minimal Viable Product (MVP) Pilot**
Kicked off a 90-day Minimal Viable Product Pilot on March 9th

6 **Implemented Agile Processes**
Applied agile project management methodologies to ensure iterative development and communication throughout the project

Future *of* Mobility | Deloitte. Ford

Funding Request

We are seeking LDFA funding to conduct Release 1.0 of the mobility transformation

1 **Integrate additional transportation and area data into the system**

- Enrich and expand upon the data analysis from the 90-day pilot
- Supplement the digital platform with additional data sets
- Generate a broader set of enterprises, vehicle fleets, or vehicle types included in the project

2 **Identify priority mobility pilots for the City, University, and Ann Arbor companies**

- Through data analysis, identify new opportunities to improve parking, congestion, and usage or provision of current transportation modes
- Expand and refine the roadmap of potential mobility solutions designed to realize benefits for all stakeholders
- Stimulate economic growth

3 **Scale digital technology**

- Provide a pipeline following the reports generated during the 90-day pilot
- Use visualizations to guide the subsequent phases

Questions