



## MEMORANDUM

TO: Mayor and City Council  
Chair, Transportation Commission

FROM: Howard S. Lazarus, City Administrator

SUBJECT: Mobility Insights Pilot/Vital Seniors Competition

DATE: March 9, 2018

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I am writing to inform Council of two related exciting and innovative mobility efforts in which the City is participating. At this time, there is no financial commitment on the part of the City, but it is important that Council and the Transportation Commission be made aware of the initiatives that have the potential to change the way we look at regional mobility and ensure that one of the most vulnerable sectors of our population remains connected to vital services.

The ***Mobility Insights Project*** is a collaboration among the City of Ann Arbor, Deloitte Consulting, and the Ford Motor Company. Other partners may include the University of Michigan Transportation Research Institute (UMTRI), the Ann Arbor Area Transportation Authority, and the Downtown Development Authority. Other entities have also expressed interest, and may join the collaboration as the initiative moves forward.

The pilot is centered on developing a long-term mobility transformation that would improve the quality of life for those who live, work and play in and around the City of Ann Arbor. The transformation would entail creating a Mobility Operating System (mOS) that provides interoperability across modes of transportation managed by public and private entities. The first step towards evaluating the approach and benefits of a mobility transformation is to create insights using data from various modes of transportation and parking facilities across Ann Arbor. This Mobility Insights Pilot will seek to create analytical insights that are intended to inform City decisions about specific mobility solutions that can be scaled to enhance Ann Arbor's future prosperity. Such mobility benefits could include:

- Improved throughput of people and goods across Ann Arbor;
- Optimized parking utilization and revenue attainment;
- Better access to transportation options and time-cost tradeoffs;
- Enhanced value proposition for businesses considering investments in Ann Arbor; and
- New revenue streams for City.

Ford and Deloitte Consulting will conduct an initial exploration of the related systems over a period of approximately 90 days and create a roadmap and funding plan. Subsequent to the original 90 day period,

the private-sector partners may work with the City to plan how to execute the roadmap. The parties intend to integrate data from a limited number of transportation modes and available parking data from across City sites. The City has expressed interest in reviewing insights from the pilot as a means to inform how and if it will take the next steps towards realizing value from a mobility transformation. Once Ford and Deloitte have conducted their analysis of the data they will be in a better position to review future monetization options with the City with the goal being solutions which are financially sustainable for all parties.

***Vital Seniors: A Community Innovation Competition*** is an opportunity from the Ann Arbor Area Foundation and the Glacier Hills Legacy Fund. The goal of the competition is to “catalyze and create enduring impact for the vulnerable seniors and caregivers in our community raising community awareness to the needs of vulnerable seniors and caregivers; sparking Innovative actionable solutions; and partnering nonprofit organizations with innovative partners to develop sustainable programs that prioritize community impact.” Eligibility is very inclusive, and the lead must be a 501(c)(3) organization headquartered in or with a satellite location within Washtenaw County. Six prizes will be awarded ranging from \$50,000 to \$500,000.

The City is partnering with the Center for Independent Living (serving as the lead on this opportunity), Washtenaw County, UMTRI, and the private sector entities identified above to develop an application of the mOS (described above) specifically oriented toward seniors, particularly those who have mobility-challenges, and their caretakers. The project will match origins and destinations for the senior population, allow for customization of routes, and work with local agencies to provide accessible infrastructure. The project will also serve as a gateway to innovative applications of autonomous vehicle technologies. The end result is that the abilities of seniors to stay in their homes will be enhanced through improved connectivity throughout the community.

There is no initial financial commitment on the part of any of the participants at this time. Letters of intent are due on March 9<sup>th</sup>, and ten finalist teams will receive an initial award of \$20,000 to “support capacity building activities throughout the application process.”

Please do not hesitate to contact me if you have any questions or if you have further interests as we embark upon these exciting opportunities.

**ADDITIONAL DISTRIBUTION**

W Purves, CIL  
J Sayer, UMTRI  
J Hood, Deloitte  
E Wingfield, Ford  
M Carpenter, AAATA

G Dill, Washtenaw County  
T Crawford, City of Ann Arbor  
C Hupy, City of Ann Arbor  
S Pollay, DDA  
L Wondrash, City of Ann Arbor  
T Shewchuk, City of Ann Arbor