

CITY OF ANN ARBOR COMPREHENSIVE TRANSPORTATION PLAN UPDATE

1/16/2019



Sam
Schwartz

Transportation
Consultants

AECOM

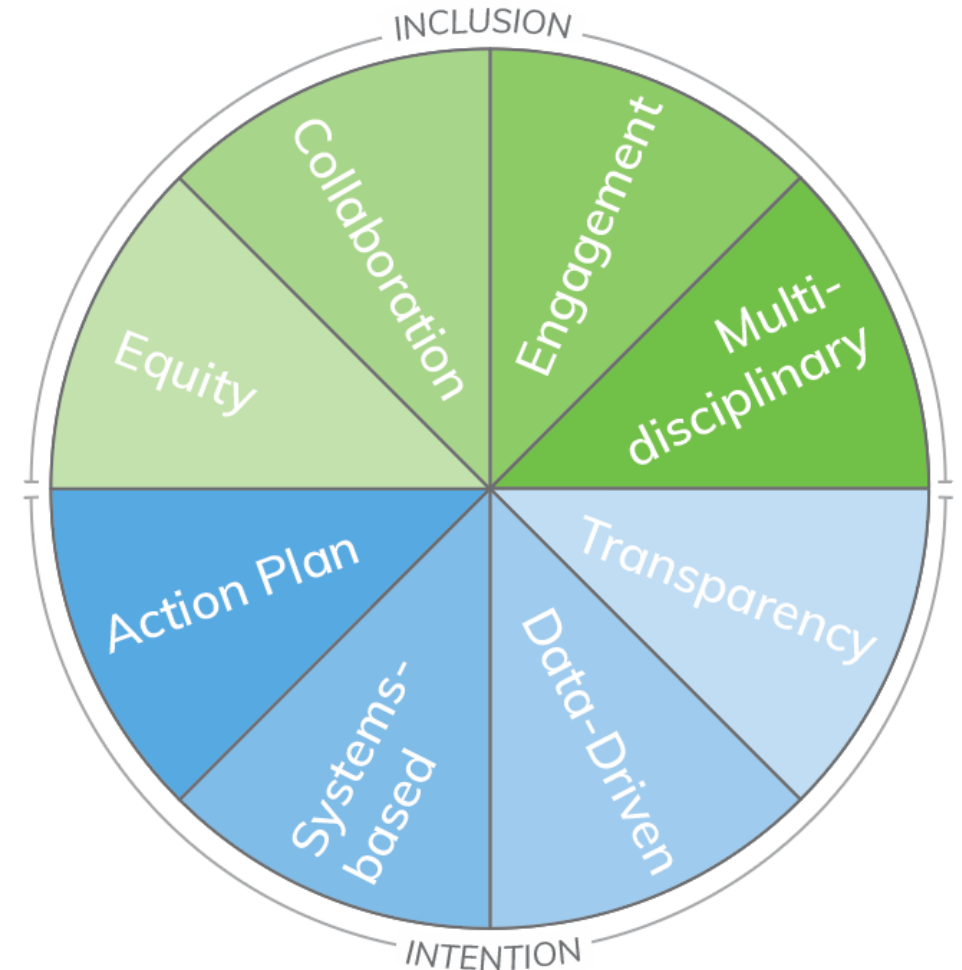
POWER
MARKETING RESEARCH

To get to
ZERO

**this plan must be driven by
*intention and inclusion***

What makes a Vision Zero plan different?

- Commitment from high level **leadership** and a cultural shift among the **public**
- **Data-driven analysis** to inform resource allocation
- Identifying **action steps** to build momentum



Values for the Plan

Engage diverse audiences in a collaborative environment

Present concepts and ideas in an understandable way

Turn data into simple, clear information

Be transparent

Link goals with measurable outcomes



What is our process?

Process



Making the
plan
relatable

Branding

Public
Engagement
Plan

How we'll engage the community...



Plan for
diverse
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What should
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What should our community look like in the future?

What are our strengths & weaknesses?

How will we achieve our vision?

How will we make it happen?

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Tradeoffs

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Performance Measures

Mobility

Policies

Timelines

Accessibility

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Funding

Partnerships

How we'll engage the community...

Plan for diverse engagement

Focus groups, Pop-ups, Cmte mtgs

Walkshops Open House, Cmte mtgs

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