

Michigan Central Station
City:One Challenge

Final Report



Welcome

City:One is a Ford Mobility initiative to transform cities by addressing mobility problems one person and one solution at a time.

We launched this initiative because we recognize that it can be a daunting task to plan for the dynamic and ever changing mobility needs of a city and its residents. The City:One framework zooms down to one person, one solution at a time to provide an intimate view of a city's needs and how they might be addressed with new innovative solutions.

One of our flagship programs is the City:One Challenge, an innovation competition that engages residents by elevating their unique transportation experiences then issues a call to action for entrepreneurs to propose innovative ideas to address them. Through this program, we have been able to elevate community voices into the mobility innovation process that have informed the design of targeted solutions launched in the Michigan Central Station Impact Area.

As a result of the Michigan Central Station City:One Challenge, we have been able to convene and engage more than 152 people in Challenge activities, generated 164 proposals addressing mobility challenges and \$250,000 in pilot funding that will support tangible, equitable mobility solutions for Michigan Central Station Impact Area residents, workers and visitors.

Thank you,

Gina Schrader
Co Founder City:One, City Solutions
FORD MOBILITY



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Introduction

The City:One Michigan Central Station Challenge is a public-private partnership designed to crowdsource ideas that can transform transportation in the Michigan Central Station Impact Area.

The City:One Michigan Central Station Challenge engaged residents and decision makers in envisioning, designing and deploying new mobility solutions, through a five-phase community-centered design process that took place over an eight-month period.

- First, we engaged residents from the Michigan Central Station Impact Area to share their needs and challenges, which helped to identify opportunity areas for mobility improvements.
- Next, in collaboration with local community members and city leaders, we provided the entrepreneurs support to refine their solutions to the specific needs of the Michigan Central Station Impact Area. Then, we invited entrepreneurs from the community and crowdsourced globally to co-design solutions to address these areas.
- We then awarded \$250,000 in funding to three winners to pilot their idea in the real world and measure its impact on local mobility needs.
- Finally, we supported the launch of solution pilots in 2020-2021 from our Challenge winners, Mercy Education Project, AbleLink SmartLiving Technologies, and the Bridging Histories, Building Futures team of Downtown Detroit Partnerships, DTE, and Detroit-born artists, Freddy Diaz and Donald Calloway.

This challenge was hosted by the City of Detroit, Michigan Economic Development Corporation's PlanetM, as well as AT&T, Dell Technologies and Microsoft, who provided support that informed broader transportation planning efforts.



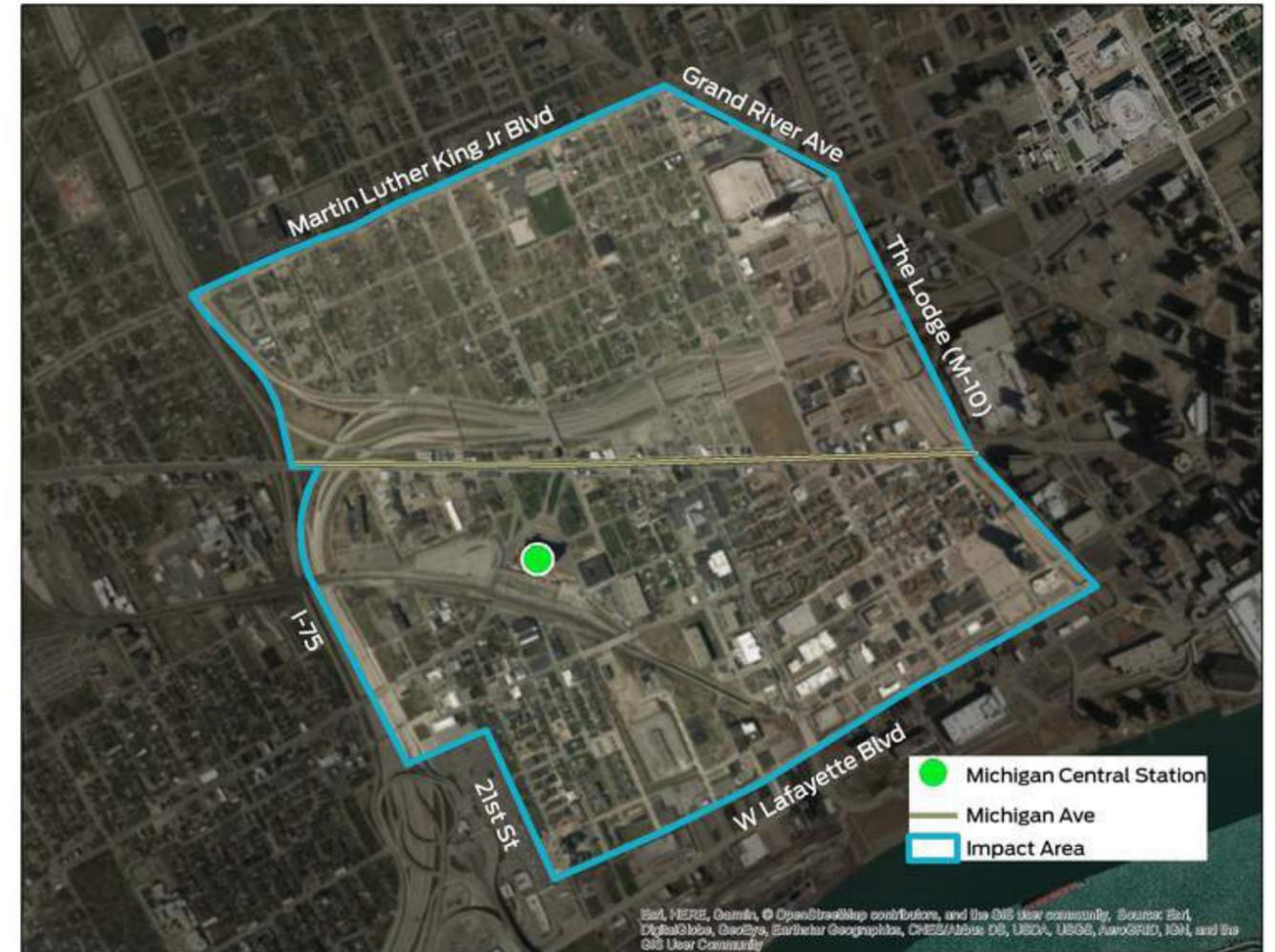


Why the Michigan Central Station Impact Area?

In June 2018, Ford announced the acquisition of Michigan Central Station, the iconic train station located in Corktown, Detroit's oldest existing neighborhood.

Ford Motor Company is investing \$740 million to create a mobility innovation district in Corktown, anchored around Michigan Central Station, which is being restored to its original grandeur. The area will serve as a catalyst for new ideas and a testing ground for new products and services that solve urban transportation challenges.

The goal of the City:One Michigan Central Station Challenge is to help improve the quality of life for residents, workers and visitors of the community surrounding Detroit's historic train station through innovative mobility solutions that complement existing transportation services. Ford hosted the Challenge in the project's impact area, as defined by the City of Detroit, as a part of its Community Benefits Agreement and efforts to engage the community in the deployment of new mobility solutions. The Challenge aims to create mobility options that will support an inviting and thriving environment, while preserving the fabric of the area now and in the years to come.





The Scope of the City:One Michigan Central Station Challenge

The Michigan Central Station Impact Area, which contains some of the oldest areas of Detroit, has developed a unique culture and values. Beyond these values, the history of the area also brings along distinct mobility challenges, especially at the intersection of transportation and the built environment.

As such, the City:One team collaborated with the City of Detroit to identify five focus areas for the Michigan Central Station Challenge. These focus areas complement the City's efforts to create inclusive growth in the Michigan Central Station Impact Area, as it looks at the available mobility options, streetscape, connectivity, historic preservation, and housing development and rehabilitation.

1. Helping residents overcome physical, emotional, or social barriers to transportation
2. Making the area more inviting and comfortable for active forms of transportation, such as walking and biking.
3. Enabling residents to travel to and from major destinations throughout Detroit, whether or not they have a car.
4. Reducing the impact of highways and rail tracks, to facilitate the development of a unified neighborhood.
5. Making key neighborhood services and amenities mobile to reduce or eliminate the need for various daily trips, such as groceries or medical appointments

Based on the community stories we heard throughout the explore phase and data analytics conducted by the Ford Global Data Insights & Analytics team, we invited entrepreneurs to submit ideas around four opportunity areas that help answer a central question:

How might we... improve mobility for residents, workers, and visitors of the Michigan Central Station Impact Area today while also preparing for the future of the area?

Opportunity 1

Improve access to mobility information

Opportunity 2

Make mobility more affordable

Opportunity 3

Build an inviting environment

Opportunity 4

Connect people, places, and opportunities

City:One Challenge Process

What did the process look like?



1. Explore Phase

During this phase, we contextualized research collected from in-person community working sessions, online engagements, one-on-one interviews with subject matter experts and residents, and a blend of data analytics. This was done over several weeks to understand the context and nuance of individuals' mobility challenges.



2. Propose Phase

The Propose phase is when we asked community members, entrepreneurs and established businesses for proposals to address the mobility challenges outlined during the Explore phase. We also continued online engagements where the community could offer feedback on proposals or vote for ones that they find the most interesting and attended local community meetings and workshops to solicit proposals from local community members.



3. Refine Phase

A steering committee reviewed all proposals submitted and invited 12 finalists to build upon their ideas to provide more detailed proposals. The finalists participated in a workshop hosted in Detroit to refine their proposals by working with community members, local organizations, and expert mentors to help them transform their ideas into more viable and detailed pilot proposals.



4. Select Phase

A panel of judges reviewed the finalists' proposals, heard their pitches, and interviewed them, and then evaluated each finalist based on criteria set by the Steering Committee. The result being to choose the winners that received funding for piloting their idea.



5. Pilot Phase

During this final phase, Ford and winners aligned on a contract to implement their proposal with the funding support from the challenge. Pilots are implemented over the following 6-12 months and the city continues to collaborate with the winners to determine how to sustain the solution beyond the pilot phase.

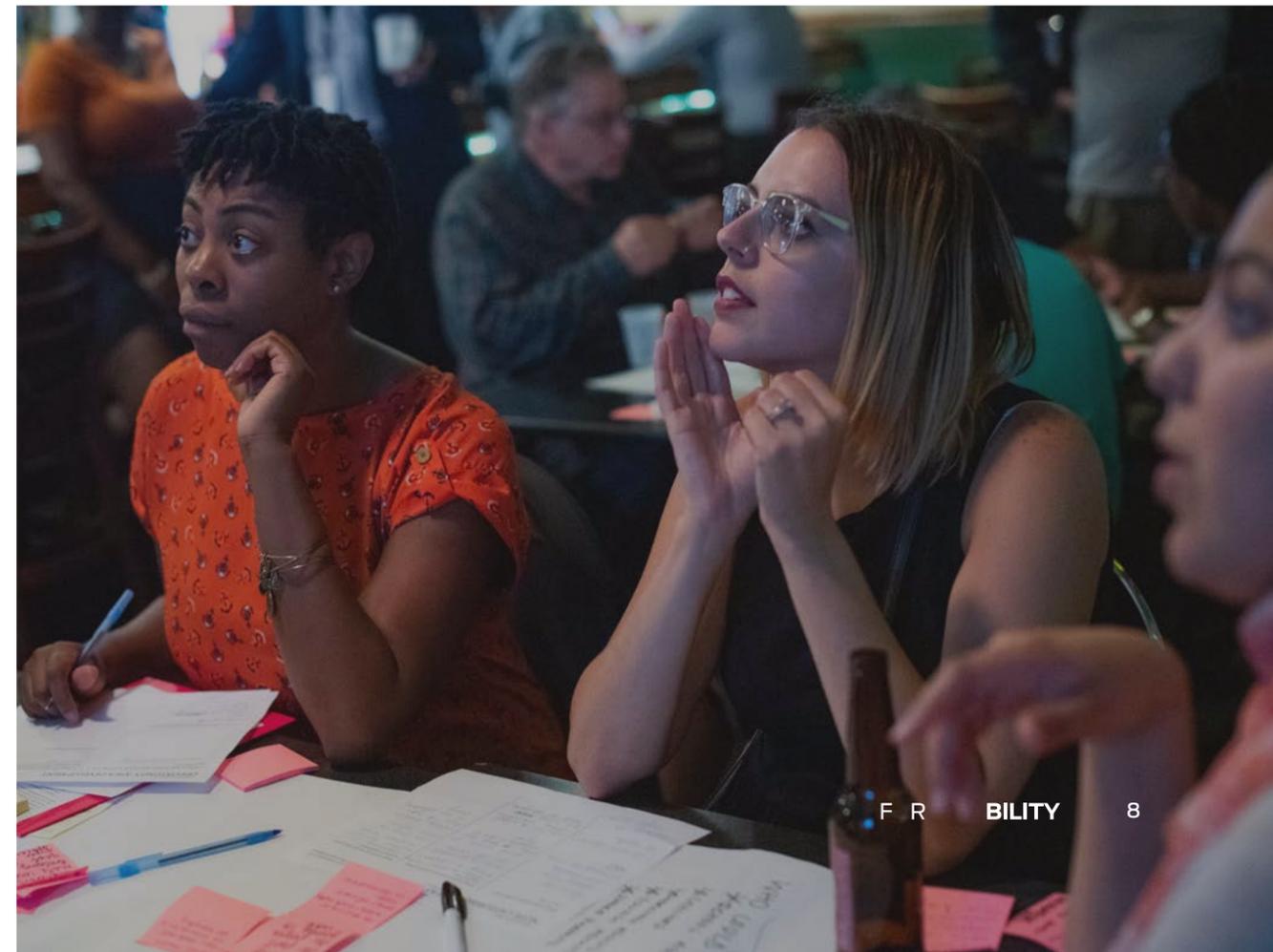


Our Approach To Community Engagement

A community-centered design approach means that community voices are at the heart of the City:One Challenge process.

The Challenge hosted five Community Working Sessions to bring people together from across the city to develop a deep understanding of the mobility experiences faced by residents, businesses, community groups and visitors. Each session featured community panelists that shared their mobility journey experiences and focused on a different topic in mobility and transportation. To ensure local context is maintained, the Ford Mobility team collaborated with local co-facilitators to help foster thoughtful conversations and develop ideas during the workshops. The City:One Challenge also aims to infuse training opportunities for community members that will not only be used as a part of the Challenge but will also support the community beyond the Challenge. To achieve this objective, we collaborated with 400 Forward, which is an initiative that aims to support the next 400 licensed women architects with an underlying focus on African American girls through exposure, mentorship, and financial assistance. Through this collaboration, nine young women provided facilitation at the City:One Michigan Central Station Challenge community working sessions – a backbone of the Challenge experience.

Community events were hosted Ford Resource and Engagement Center, Nancy Whiskey Pub, Sainte Anne de Detroit Catholic Church, and The Factory at Corktown. Session topics included Affordable Transportation, Building Community with Mobility, Healthy Living and Aging in Place, and Inclusive Mobility.





5 Community Working Sessions



152 Number of Community Workshop Participants

40,422 Web Platform Visitors



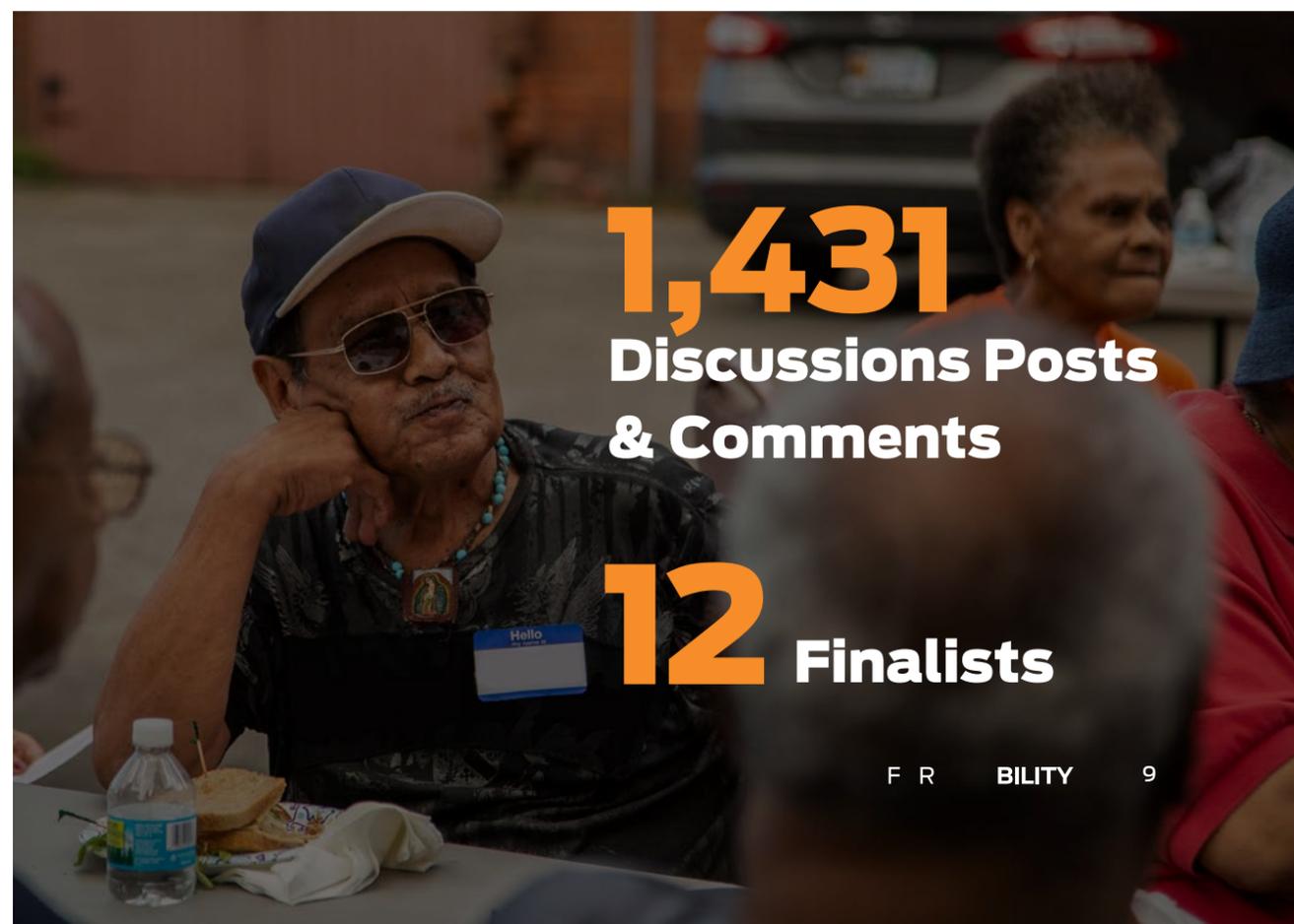
9 Facilitators from 400 Forward



12 Community Panelists & Interviews



164 Pilot Proposals



1,431 Discussions Posts & Comments

12 Finalists



Key Explore Learnings and Opportunity Areas

As identified by activities implemented in the Explore phase, four Opportunity Areas shared the mobility needs of the community and helped to inform solution providers in developing targeted proposals.

Opportunity 1

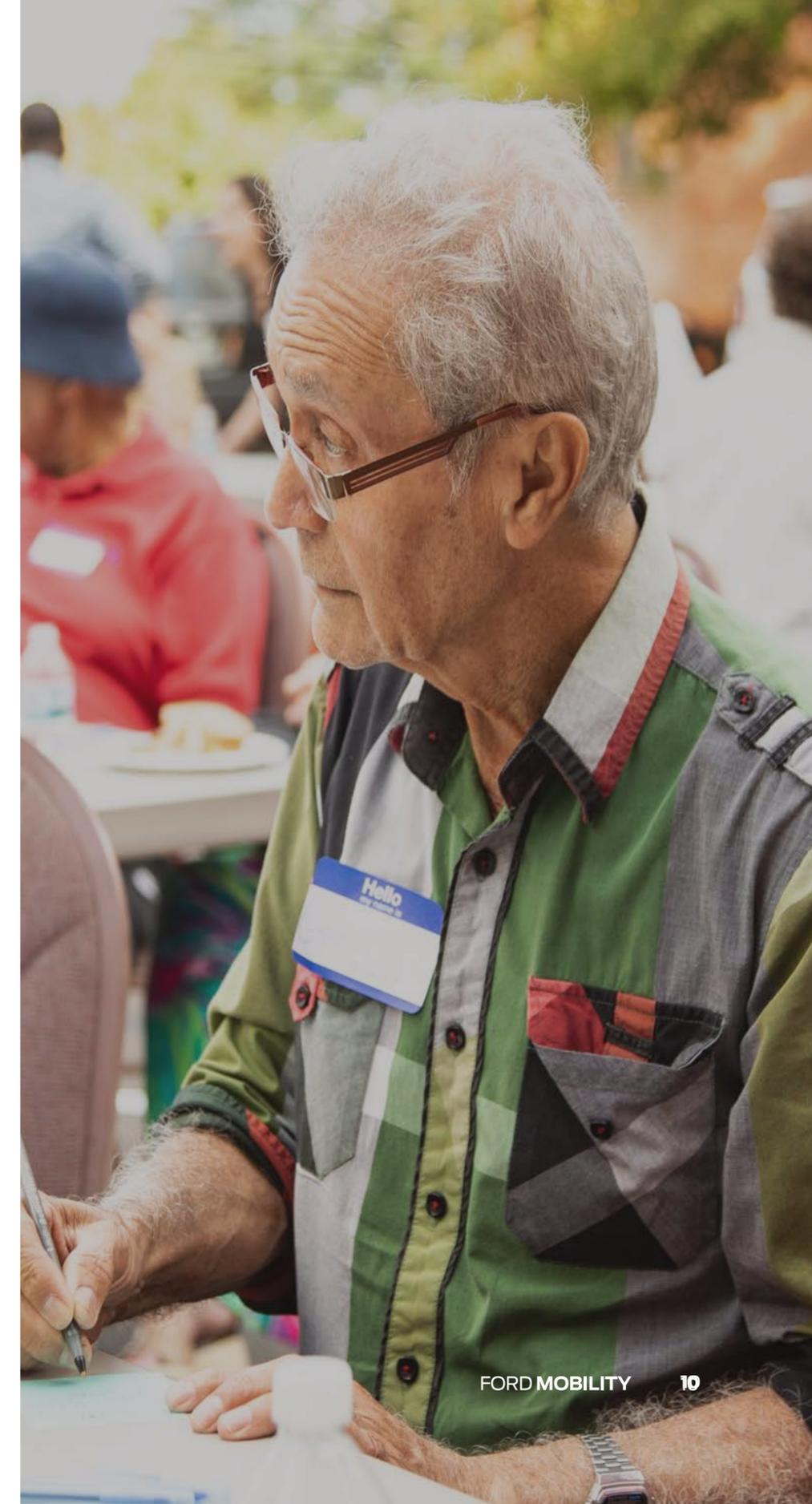
Improve access to mobility information.

When new mobility options are brought into a neighborhood or a city, information dissemination becomes imperative to understanding form, optimizing usage, and the overall safety of residents.

When those mobility options are integrated with legacy transit services, such as the public bus system (e.g. DDOT), usability challenges can be compounded by lack of coordination between services. Those factors are often compounded by individual challenges such as English proficiency, cognitive and physical disabilities, or disconnection from communication tools (e.g. cellular phone with an active data plan) which can prevent real-time access to important transit information. Highlighting how residents can benefit from seamless information flow regarding planned mobility and real-time use can improve existing access and ensure that future transit services are inclusive and well-understood by the community it intends to serve.

Provocations for Change

- a. Enabling residents to choose options that fit their time and budget
- b. Making mobility information more accessible for those with language barriers, visual impairments, or learning disabilities
- c. Balancing the use of new technologies (e.g., blockchain, real-time translation) with the reality that some community members may not have consistent or easy access to digital tools



Opportunity 2

Make mobility more affordable

Transportation challenges can be especially acute for people without the financial means to pay the high cost of owning, insuring and maintaining a car. Further, on-demand rideshare options can also be cost-prohibitive. Even those who can afford to own a car may have to choose between paying rent or paying for car repairs. These challenges are exacerbated in some neighborhoods without access to good-paying jobs, affordable quality food, or healthcare nearby, forcing residents to travel long distances using multiple modes of transportation just to meet their basic needs.

Provocations for Change

- a. Encouraging employers to incentivize or subsidize the use of a variety of mobility options
- b. Helping residents trade skills, services, or time in exchange for access to more transportation options
- c. Enabling affordable access to basic needs, like food or medical care, through low-cost mobility services



Opportunity 3

Building an inviting environment

The Michigan Central Station Impact Area, which contains some of the oldest and most diverse neighborhoods in Detroit, has developed distinct culture and values around accessibility and inclusivity. As new development occurs, there is a commitment to ensure that the community continues to be a welcoming environment both to existing and new residents, workers, and visitors. Creating a safer, more inviting environment in and around the area can draw people to public spaces, grow the economy, and build upon the strong sense of community that currently exists.

Provocations for Change

- a. Creating public spaces that invite social activity and community building for all residents and visitors
- b. Encouraging people to travel together and interact with others to reduce feelings of social isolation
- c. Bridging gaps between people of different backgrounds or communities



Opportunity 4

Connect people, places, and opportunities

As more residents and businesses are anticipated to move into the Michigan Central Station's surrounding neighborhoods, the need for additional capacity of the existing transportation system will increase with the growth of population and commercial activity. Community-responsive and coordinated mobility options will need to be developed to enhance the ability for residents to connect to people and places in their community and beyond.

Provocations for Change

- a. Helping residents be more involved in the design and development of new mobility options
- b. Integrating and coordinating multiple modes of transportation to make them easily accessible
- c. Incorporating new modes of transportation that complement existing modes, like the bus system





Propose Phase

To generate ideation activity locally, the City:One Challenge team attended local mobility planning events and community meetings to share details about the request for proposals.

Additionally, the team offered support to applicants by hosting in-person and virtual office hours. Attendees received guidance on submitting a sound proposal for improving mobility around the city. Additionally, outreach was conducted globally through a variety of networks focused on mobility and social impact including incubators, accelerators, venture search engine firms, planning firms and industry associations.

In total, applicants submitted 164 proposals to the Challenge. Applicants ranged from local community members to local community organizations to startups from around the world. Fifteen percent of the 164 proposals submitted came from applicants located in the Michigan Central Station Impact Area. To ensure the Challenge had strong representation from young entrepreneurs as well as the local community, the Steering Committee committed to awarding two finalist spots to a student team and a team from the Impact Area, where over half of the team lived or worked in the Impact.





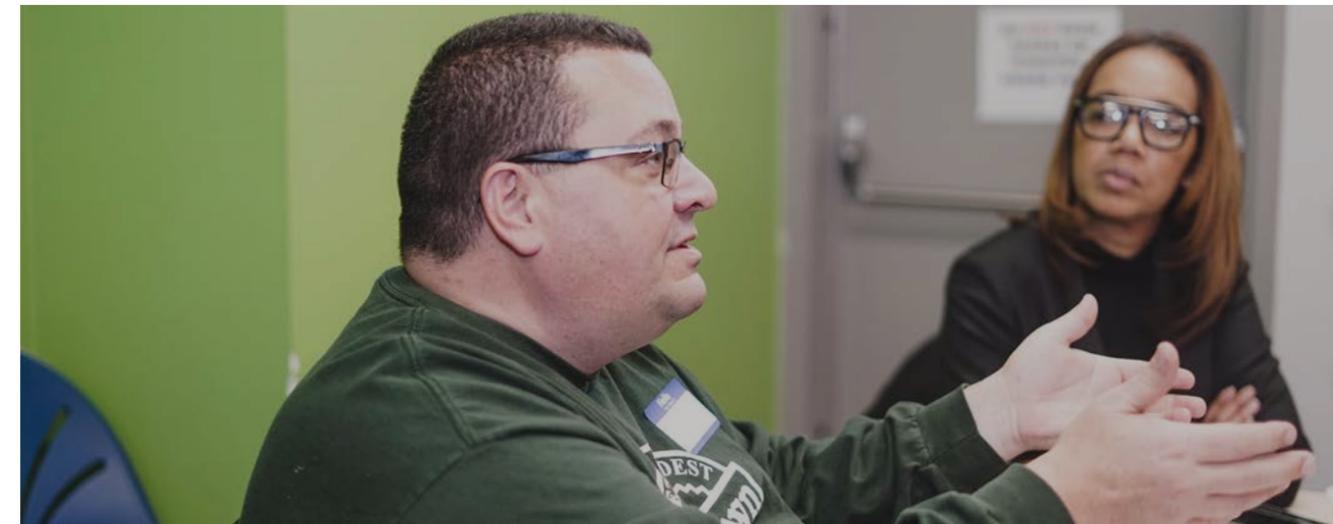
Refine Phase

In order to enhance equity in all aspects of life and provide a platform for innovation and inclusion, the City:One Challenge commits to supporting diverse, broadly implementable proposals as a means to shift culture and create opportunities for all individuals. In this spirit, the City:One Michigan Central Station Steering Committee evaluated proposals against three main criteria –feasibility, desirability and viability—with preference given to proposals that consider equity, solutions for all, community buy-in and economic value. Based on this criteria, the Steering Committee invited twelve finalists from the pool of 164 proposed ideas to further refine and submit a final proposal. Finalists included two student teams and four of the teams had representation from the Impact Area. Each finalist received a stipend of \$6,500 as well as time with a subject matter expert mentor and pitch coach to support the development of their final proposal.

Desirability: The proposal demonstrates how it can meet the needs of both the city and its intended user

Feasibility: The proposal can be piloted with up to \$100K and within 6 months, and it is operational within the current transportation system

Viability: The proposal has a clear customer and a pathway to a sustainable service model



Finalist Profiles

To generate ideation activity locally, the City:One Challenge team attended local mobility planning events and community meetings to share details about the request for proposals.



AbleLink Smart Living Technologies

AbleLink has been on the leading edge of research and development of smart living technologies for individuals with cognitive and other disabilities since 1997. Using the power of technology to make things simpler. AbleLink has completed over 80 R&D projects funded by the U.S. Department of Education, National Institute of Health and other entities, all designed to support greater independence in employment, academics, social, recreational, health, and other areas of daily living.

Proposed Pilot

Through the pilot, the Wayfinder infrastructure will be put in place and initial field testing of the WayFinder ecosystem will be conducted in the Detroit metro area, specifically in collaboration with the DDOT transit service. This project will lay the groundwork for widespread use of the system within Detroit and allow DDOT to offer a regionalized WayFinder app for Android or Apple smartphones/tablets to anyone needing that level of transportation support.



BEDESTRIAN

Bedestrian

Bedestrian is a mobility technology company with a diversely talented team. Their team's automotive expertise offers a deep understanding and relentless enthusiasm for integrating software and hardware to best serve people in their mobility journey.

Proposed Pilot

Bedestrian has designed and developed a micro autonomous vehicle system for driverless delivery that increases access to daily goods and services. The vehicle system consists of an agile, indoor-outdoor autonomous pilot robot and modular trailer narrow enough for sidewalks and robust enough for streets. Its solution is designed for both indoor and outdoor use and leverages voice as the ultimate interface between human and robot.



Corktown Business Association

The Corktown Business Association (CBA) started in 2013 when a group of business owners started meeting weekly to discuss how to have a voice in the development of their neighborhood. The CBA has grown to almost 150 members strong with an estimated number of businesses in Corktown between 175-200.

Proposed Pilot

The CBA proposes to increase mobility and to connect people, places, and things within the Michigan Central Station Impact Area by creating a shuttle service with an E-Ford Model-T's and E-Trolleys, which will be fabricated out of electric golf carts.

Finalist Profiles



DAVIS (Detroit Ain't Violent It's Safe)

The Detroit-based organization has been working to build stronger communities for the past four years. DAVIS envisions a Detroit that is connected and communities that are involved in the development of their neighborhood. Its mission is to provide charitable services and programs that provide funding and resources that will help develop and sustain the urban community.

Proposed Pilot

DAVIS' solution is to create the framework for internal neighborhood greenways through residential alleys and help to change zoning policies to allow homeowners to operate small businesses within their garages/property line. This solution will be implemented by working with homeowners and businesses within the target area to design the greenway. Designers will assist to illustrate the ideas to produce the final framework for activated alleys.

Further, DAVIS proposed focusing on skill-sharing among neighbors and organizations interested in investing time in their neighborhoods and sharing their talent around tasks in an effort to increase civic engagement

The pilot will result in a 3D Model Rendering of future greenway paths, a final framework plan, and summary of skills and talents in the community.



Downtown Detroit Partnerships

Downtown Detroit Partnerships (DDP) is a nonprofit organization in Downtown Detroit that programs, manages and maintains parks and public spaces. It is a leader of urban planning initiatives in the central business district. DTE is a Detroit-based diversified energy company. As one of Michigan's leading corporate citizens, it serves communities through philanthropy, volunteerism and economic progress.

Proposed Pilot

The Bridging Histories, Building Futures collaboration involves the installation of colorful public art commissioned from two Detroit-born artists, Freddy Diaz and Donald Calloway, paired with street furniture and amenities on the Michigan Avenue bridge over the Lodge Freeway. This placemaking pilot will make the bridge more inviting for people using all modes of transportation, including pedestrians, cyclists and drivers.



FEV Group

The FEV Group is a renowned service provider in the area of vehicle development. The skill spectrum of FEV includes consulting and the development and testing of innovative vehicle concepts, all the way up to serial production. In addition to engine and transmission development, vehicle integration, and the calibration and homologation of modern vehicle powertrains, the development of hybrid and electric drive systems as well as alternative fuels is constantly increasing in importance. Another area of activity includes optimizing electronic control systems as well as the increasing connectedness of cars.

Proposed Pilot

FEV's Proposed Solution is a modular design concept called the eChariot. It is a demand-based, multi-purpose, flexible use, power-assist, easy access 3-wheel vehicle for transporting goods and people.

Finalist Profiles



Greenspot

Greenspot’s mission is to accelerate the adoption of electric vehicles and reduce household vehicle ownership by one. Greenspot builds e-Mobility Hubs by installing and operating electric vehicle (EV) charging stations for cities and private developments. Once its EV charging stations are in the ground, depending on feasibility, they then facilitate electric-shared mobility by allocating a certain percentage of its EV charging stations for its partners to dock and charge their electric-shared mobility services.

Proposed Pilot

Greenspot is proposing to build e-Mobility Hubs for “connecting people, places, and opportunities.” Greenspot’s e-Mobility Hubs will offer an array of electric mobility solutions for all demographics and ages, including electric vehicle charging stations and electric-shared mobility services, such as docked micro-mobility and docked electric shuttle or electric vehicle rental. The e-Mobility Hubs will draw in the community through sponsorship and community programs.



Liftango

Liftango and SHARE both started with a goal to grow the use of shared mobility; thus, reducing the reliance on cars and the associated environmental and social impacts. Together they provide the world’s only shared mobility technology platform that connects all shared mobility modes from carpool to demand responsive buses and shuttles.

Proposed Pilot

Their proposed technology platform will empower the Michigan Central Station Commuter Co-op, which will easily connect Co-op members to multiple transport modes and types of operators—from carpool, fixed route bus services and demand responsive shuttles; operated and owned either by community groups, corporates or the government. This platform will support app-based, talk and text bookings, and provide real time trip planning and tracking of transport options.



Mercy Education Project

Mercy Education Project is a non-profit educational facility that serves women and girls of Southwest Detroit as they work towards a brighter future through academic excellence.

Proposed Pilot

Students participating in the College and Career Readiness program for 11th and 12th graders propose to create the Rock City Mobility Station. The mobility hub aims to increase access to information, increase neighborhood foot traffic for local businesses, provide more mobility options for community members while offering a safe location to access mobility.

Finalist Profiles



Rally

Rally has mobilized hundreds of thousands of riders by creating bus rideshare. Rally brings people together, providing a stress-free, safe, and social way to travel. Using intelligent algorithms, the Rally platform aggregates individuals planning similar trips with dynamic routing and pop-up bus stops. Having already moved thousands of Michiganders to events for sports, concerts, and festivals, they now turn their attention to the challenges of daily transit.

Proposed Pilot

Rally's bus rideshare solves both the logistics challenges of peak travel times and the riders' experiential problem of inaccessible/nonexistent, or unproductive/unenjoyable commutes. Rally is adapting its bus rideshare platform for commuters in the Michigan Ave Corridor and offering mobility services to Corktown residents through partnerships with local nonprofits and businesses. Rally's solution addresses the middle mile challenge of intercity transit by utilizing private motorcoaches, customized to enhance the user experience for commuters and local nonprofits serving the Corktown community. The pilot aims to increase mobility services while reducing traffic, congestion, carbon emissions, accidents, and parking deficits for Corktown residents.



Southwest Detroit Business Association

Established in 1957, the Southwest Detroit Business Association (SDBA) fosters innovation, drive, and commitment by working with investors, entrepreneurs, customers, and neighbors to capitalize on Southwest Detroit's competitive advantage. SDBA supports the community's vision for a healthy, vibrant neighborhood.

Proposed Pilot

SDBA proposes to design and implement welcoming, multilingual wayfinding signage that reflects and celebrates Southwest Detroit/Mexicantown's history and heritage. Welcoming and multilingual wayfinding signage will help and encourage residents and visitors to better connect with the vibrant and culturally diverse community of Mexicantown/Southwest Detroit, and its businesses. This pilot will aim to create a safer and more inviting environment, which will benefit the local economy and be reflective of Southwest Detroit/Mexicantown's community values.



Wayne State TranspoTower

Wayne State University is a premier, public, urban research university located in the heart of Detroit. Wayne State's mission is to create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

Proposed Pilot

The TranspoTower student team proposes to create an interactive touchboard design that will be located at every DDOT bus stop to improve access to mobility information. The board will provide DDOT informational needs to the disabled, residents, workers, and tourists in the Impact Area. The board will be programmed to allow the user to select their destination, then provide the necessary connecting bus information to bring the user to a place in close proximity of the destination. The board will accommodate for multilingual users by providing 126 language options for text, accompanied by a voice that vocalizes the data for users that experience difficulty while reading.



Selecting a Pilot Winner

After a thoughtful process of inclusive engagement, research analysis, and idea refinement, each finalist submitted a proposal that addressed one or more of the Opportunity Areas identified by the community.

Additionally, applicants pitched their proposal and participated in a final Q&A session with Challenge judges, who evaluated the proposals against the evaluation criteria to select winners.

As a result, the City awarded three Challenge winners—Mercy Education Project, AbleLink SmartLiving Technologies, and “Bridging Histories, Building Futures” team—consisting of DDP, DTE and Detroit-born artists, Freddy Diaz and Donald Calloway—with funding to launch their pilot in the amount of \$95,000, \$80,000 and \$75,000, respectively.

As a result of the Challenge, three mobility pilots totaling \$250,000 will be launched in the Michigan Central Station Impact Area.





Challenge Winners

Mercy Education Project

With the \$85,000 award, the young women of the Mercy Education Project will create the Rock City Mobility Stations (RCMS). The students, who are also residents of the Impact Area, created this proposal to address the concerns of friends, family and of their own, about moving around safely and feeling isolated from the remainder of the city. The station will create a mobility and information hub that would be built within the neighborhood and identified as a safe epicenter location for residents and tourists.

Each permanent mobility station aims to consist of an enclosed kiosk that will be equipped with the following components: a direct line to the Detroit Police Department, phone charging tower, interactive way finding signs and maps to communicate how far someone is from Michigan Central Station and Downtown Detroit, local restaurants, parking options, bus schedules, and other information the Southwest and Corktown neighborhoods would like to advertise to increase tourism and support their economy.

Outside of the kiosk would be a central location for various modes of transportation. It could also act as a central location for automotive ride shares to pick-up and drop-off riders and residents to use as a park-n-ride location.





Challenge Winners

Downtown Detroit Partnerships

With their \$90,000 award, the “Bridging Histories, Building Futures” team—consisting of Downtown Detroit Partnerships (DDP), DTE and Detroit-born artists, Freddy Diaz and Donald Calloway—aims to improve the real and perceived safety and walk-ability of the Michigan Avenue Bridge over the Lodge Freeway in order to better connect Corktown and Southwest Detroit to Downtown Detroit. The team will work with Downtown and Corktown community members to understand community needs for this site. The large-scale art intervention aims to create beauty, visual interest, and safety, making a trip across the overpass more pleasant.





Challenge Winners

AbleLink Smart Living Technologies

Awarded \$75,000, AbleLink's pilot aims to enhance transportation for individuals with cognitive disabilities using the WayFinder Ecosystem. WayFinder operates on iOS and Android mobile devices and uses GPS and personalized visual, audio, and vibration prompts to allow individuals with cognitive disabilities to be able to use fixed route public transportation independently. Whether an individual needs assistance due to a cognitive disability (intellectual disability, traumatic brain injury, etc.), due to low English proficiency, or as a result of visiting the Detroit area from another country, users will be able to download a customized WayFinder app, and then download one or more routes from the cloud-based DDOT WayFinder SMART Route Library directly to their device.

For this Michigan Central Station Challenge, AbleLink will establish the infrastructure to implement the WayFinder Ecosystem and enable individuals to move from less accessible and costlier means of transportation (e.g. para-transit agency or other dependent options) through the increased availability of ready to GPS-based multimedia travel prompts provided by WayFinder to support their use of fixed route transit options. In this pilot, AbleLink will work with one or more local adult service agencies to identify 20-30 individuals currently using para-transit or agency transportation services with a goal of successfully transferring at least 80% of participants to fixed route services.





Finale Event

To close the Challenge Experience, the City:One Michigan Central Station Challenge hosted a finale event that brought together community members, city and community leadership, representatives from industry and innovators in celebration.

The event, hosted at the Corner Ballpark, Detroit Police Athletic League and catered by Detroit-based vendors “That’s a Little Tasty” and La Gloria Bakery, offered attendees to participate in activities and share final reflections about their personal Challenge experience. The event aimed to increase visibility of all finalist solutions and create a networking opportunity to potentially key up future collaborations. Several finalists connected with key city and community leadership at the event to explore potential collaborations.





Looking Forward

By bringing community voices into every step of the process, the Challenge resulted in the selection of three pilots targeting the community's expressed needs. While each of the winning pilots is unique in its approach, the solutions were selected based on their strong components of community engagement and placemaking. The City:One Challenge is intended to create an inclusive community experience and learnings from the Challenge can further be used to help inform future mobility design.

Purposeful engagement

Engagement goes beyond sharing stories or giving feedback. Purposeful engagement provides community members with a meaningful seat at the table in all phases of mobility design—planning, testing, evaluating and adoption. However, engagements must be respectful of time as community members are being flooded with requests to share their knowledge related to their mobility or transportation challenges. This occurrence happens so much that there is now a term “engagement fatigue” to describe it. For this reason, engagements should aim to complement other events or initiatives to reduce the demands on community members time and emotional input.

Prioritizing the community voice

To ensure community members had a level playing field to participate in the Challenge, the Steering Committee intentionally reserved finalist spots for two groups crucial to the design process—community members and students. Not only did this action foster representation by these groups, it also aimed for each group to feel that the opportunity to win was more achievable. As a result, more community members and students submitted proposals and ultimately won funding for their proposed pilots.

Preserving community culture

Although long-time Michigan Central Station Impact Area residents are excited for change, they are also concerned that change will be at the expense of their community culture and heritage. This is particularly applicable for developers who are new to the community. Concerted efforts to create models for collaboration in which community members have increased agency to drive the process and illuminate community perspectives will in turn enhance the perspectives of those new to the community, so that newcomers can holistically understand the unique history and culture of the Impact Area and more aptly and respectfully contribute to it.

Freedom of movement drives human progress

Mobility should enable, not hinder one's journey or experience. As new mobility options are launched in the Michigan Central Station Impact Area, the launch should include a mobility onboarding plan that will share information and training for community members and provide opportunities for community members to lead such training. Co-creating and leading these experiences with community members can build trust and a sense of ownership of the new mobility designs as they're deployed and scaled across the city.



Thank You to the City of Detroit and all the Collaborators

Ford Mobility would like to thank the many community members and leaders for joining them on this journey and making the City:One Michigan Central Station Challenge possible.

We appreciate the collaboration from the City of Detroit, Michigan Economic Development Corporation's PlanetM as well as support from our City:One Challenge keynote sponsors AT&T, Dell Technologies and Microsoft.

Thank you to our community collaborators: 400 Forward, Ford 30 under 30, Focus Hope, Community Member Panelists and Interviewees, and our Event Hosts: Pizza Plex, St. Anne de Detroit, Nancy Whiskey Pub, Ford Research and Engagement Center

Thank you to our Challenge mentors: Cal Coplai, John Good, Kyle Goulding, Vic Havele, Steven Helminen, Katie Herbek, Kristen Johnson, Petar Jovanoski, William McPherson, Ryan McGreal Miller, Vic Nelson, Manjiree Nikam, Rene Palileo, Paul Riser, David Rish, Robert Shannon, Tony Villano, and Bo Wang.



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