



## PROJECT KINETIC FACT SHEET

Detroit, like most American cities, depends on mobility to support opportunities across the city. A lack of mobility options can limit residents' access to jobs, health care, education and civic activities.

Over the last few years, City of Detroit has made a number of investments to improve traffic operations, create safer streets and improve transit service across Detroit. City of Detroit is constantly exploring new ideas to improve mobility that support these existing investments to ensure that Detroit serves as a global center for mobility innovation.

City of Detroit, PlanetM, the State of Michigan's mobility-focused brand and business development program, BCG and BCG Digital Ventures, joined forces to recruit a lineup of smart partners to help solve these challenges and build a road map for other cities facing similar issues.

From this, Project Kinetic was born.

### THE WHAT

Project Kinetic is a unique collaboration formed in January 2018 between the public (City of Detroit, PlanetM), private (General Motors, Lear, DTE Energy, Quicken Loans Community Fund, Bedrock Detroit, Boston Consulting Group) and philanthropy (New Economy Initiative) sectors.

Representatives from each of the organizations worked hand-in-hand for a 12-week period in early 2018 to brainstorm more than 120 innovative solutions to tackle some of the most pressing mobility challenges facing Detroit through new scalable business models. During this innovation sprint, the partners gathered feedback from over 100 residents and visitors to the city.

Through this process, the parties learned a tremendous amount about the city's mobility landscape and challenges that are part of daily life for Detroit citizens.

### THE PROCESS

The group identified four of the top areas of friction affecting residents, businesses and visitors to Detroit and set out to launch mobility pilots to make it easier, safer and more affordable to get around the city.

- **Neighborhood Mobility.** Improve mobility for Detroit residents who live in lower-density areas and use public transit to travel to work and to receive health care.
- **Downtown Accessibility.** Improve traffic conditions and parking offerings for Detroit residents and employees who commute to the city for work or events.

- **Traffic Safety:** Build a technology infrastructure that reduces the number of traffic fatalities for Detroit pedestrians, bikers, drivers and riders.
- **Electric Vehicle (EV) Utilization and Education.** Optimize the use of EV infrastructure and educate Detroit residents and visitors about EV technologies.

The chosen pilots had to address at least one of the issues and meet the following criteria:

- **Desirability.** Does the concept solve a clear, compelling mobility friction for Detroit residents and employees?
- **Viability.** Could the concept sustain itself financially over the long term?
- **Feasibility.** Is the concept achievable with today's technological capabilities? And, can it be implemented within 12 months?

From there, the coalition narrowed the list down to five projects that will launch as pilots in 2019.

### THE PILOTS

- **Busority:** A fundamental traffic management system employing connected technology to provide priority to public transit vehicles at select intersections. Led by City of Detroit and Lear, this pilot is slated to launch in early 2019.
- **Car4You:** A revolutionary car-sharing program that provides low-cost vehicle access by the hour in Detroit's Osborne neighborhood. Led by City of Detroit and GM, this project is slated to launch in January 2019.
- **ChargeD:** Futuristic public spaces in the heart of Detroit—Capitol Park and Beacon Park—where people can meet and socialize while fast-charging their EVs and learn about the benefits of EVs and mobility technologies. DTE and Blue Energy (a Corrigan company) are leading the installation of this project, with support from an OEM once installed. The pilot is slated to launch in April 2019.
- **MicroTransit:** A dynamically routed shuttle system for people commuting to work that will dramatically improve the transit and employee experience by filling schedule gaps, and reducing total travel time by taking more direct routes and reducing the number of stops. Led by City of Detroit, this pilot is slated to launch in early 2019.
- **ParkDetroit:** A comprehensive parking platform that would integrate dynamic pricing with a perks program to help Detroit residents and visitors find parking more quickly and at lower prices. Led by City of Detroit, with support from the Quicken Loans Community Fund and Bedrock Detroit, this pilot is slated to launch in March 2019.

