AVs: Pre-deployment strategy
Approach_
Vision and Values

Vision

- Detroit residents shape how AVs operate in their City. AVs are used by residents to serve their needs

Values

- Racial Equity
- Accessibility
- Trust and Transparency
- Economic sustainability
Goals

1. **Build AV constituency and agency among residents**

2. **Pinpoint future economically sustainable mobility opportunities**

3. **Setting standards for how the private sector must conduct AV operations within City limits**

4. **Promote racial equity through access to mobility options**

5. **Promote a trusting relationship between residents, the City, and stakeholders**
Flare to better Focus

1. Clearly Define Mobility needs
2. Map Mobility Behaviors & Patterns
3. Build Awareness of Mobility Options
4. Pinpoint AV Applications
5. User Generated Tech and Design Input
6. Communicate Needs and Gaps
Tactics
1. Clearly Define Detroit Resident’s Mobility Needs

Objectives:

- Baseline assessment of mobility needs
- Defined demographic and geographic focus area
B. Assessment: Unanswered questions.

Based on a thorough baseline assessment research considering various reports, sources, and data reviews, here is a summary of the main questions to investigate through our engagement:

- Transportation needs for Detroit youth
- Perceptions around autonomous vehicles
- Mediums and messages that Detroit residents listen to
- Affordability of new mobility options
- Transportation with children
- Commute travel times
- Knowledge of multiple shared mobility options available in neighborhoods
- Barriers to taking the bus
- Concerns about police interactions
- Critical factors needed for perceived safety in transportation option
- Motives behind trying a new mobility service
**Audience: Geographic focus**

Organizations:

Osborn Neighborhood Alliance, Cody Rouge Action Alliance, Grandmont Rosedale Development Corporation, Jefferson East, Eastside Community Network, Focus Hope, Southwest Detroit Business Association, Live 6, Vanguard CDC, Detroit Community Solution
Audience: Demographic focus

Equity Groups:

Seniors, 55 and older
People with disabilities
Low-income (Mothers and Zero car household)
Youth, 18 and younger, High-school
Objectives:

- Best practices for community outreach
  - Engagement
  - Marketing
- Mapping resident’s mobility selection patterns
  - Modes
  - Motivations
2. Map Mobility Behaviors & Patterns

Layered Outreach Methods:

1. Identify trusted community organizations who are embedded and effective within the communities and neighborhoods we want to engage.

2. Allow community managers to emerge from these trusted entities (either through recommendation, level of interest, level of experience in the community...etc).

3. Bring outreach strategies to life through direct engagement with members of the community.
3. **Build Awareness of Mobility Options**

**Objectives:**

- Gaps mapping
- Mobility education program to respond to needs and preferences
- AV education program - Knight collaboration - cross-cohort deliverable?
  - For Detroit residents
  - For Mobility practitioners/ stakeholders
4. Pinpoint AV Applications

Objectives:

- AV Use cases (USDOT and beyond)
  - Demographics
  - Geographies
- AV Business cases
  - To the public sector
  - To the private sector
5. User Generated Tech and Design Input

Objectives:

- Portfolio of options taking into account AV use cases and business cases (prototyping workshops and Demos)
6. Communicate Needs and Gaps

Objectives:

- Better AV Deployment
- Pipeline of mobility pilots
- Guide of lessons learnt, areas of opportunities, and results
  - For the community (Detroit residents and beyond)
  - For the public sector (Cities)
  - For the private sector (OEMs, Startups...)
Lessons learnt (so far)

1. **Many are trying to study mobility** - Need for collaboration within the city as well as all groups leading community engagement that touch on the topic to yield better results, data...

2. **AV deployments often focus on assessing the technology** - My job is to emphasize the focus on accessibility, needs met, and the relevance of pilots to Detroiters.

3. **Government’s role is often perceived as a regulator.** However, a more foundational role is researching, understanding, and communicating residents needs to the private sector.
Recap of Tactics

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