CITY:ONE CHALLENGE

Michigan Central Station Challenge Brief
Background
Ford Motor Company is investing $740 million to restore the Michigan Central Station to its original grandeur and create a new destination that will bring together civic organizations, urban planners, technologists, designers, companies and communities to create the future of mobility.

As part of its Community Benefits Agreement for this investment, Ford is collaborating with the City of Detroit and the Michigan Economic Development Corporation’s mobility initiative, PlanetM, on the City:One Michigan Central Station Challenge.

The Michigan Central Station Challenge is a public-private partnership aimed at crowdsourcing ideas that will transform transportation in the Michigan Central Station Impact Area.

• First, we engage communities to share their needs and challenges, which helps to identify opportunity areas for mobility improvements.

• Then, we invite entrepreneurs to co-design solutions to address these areas.

• Finally, we award up to $250K in funding to winners to pilot their idea in the real world and measure its impact on local mobility needs.

It is made possible through support from Ford Mobility and our City:One Challenge keynote sponsors AT&T, Dell Technologies and Microsoft.

Opportunity
The Challenge’s goal is to identify opportunities to create immediate benefit for residents, workers, and visitors of the Michigan Central Station Impact Area and support long-term improvements to how people get around the area. The Michigan Central Station Impact Area, as defined by the City of Detroit in its Community Benefits Agreement, is pictured below.
A total of $250,000 in funding is available to test or deploy winning ideas. In order for Ford to consider an application for this Challenge, the project must have a direct benefit on residents, workers, or visitors of the Michigan Central Station Impact Area. Up to five pilots may be selected for funding with this demonstration funding pool. In addition, all Finalists may have their applications reviewed by other groups at Ford. Winners may have the chance to pitch to one of these groups as well.

Terms of the award will be executed via a Statement of Work with the Winner(s), and all promising proposals will be considered for further partnership by Challenge partners.

The City: One Michigan Central Station Challenge

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 Areas:

1. **Improve Access to Mobility Information**
   
   *The number of available mobility options doesn’t matter if people don’t know about them or understand how to use them.*

   When new mobility options are brought into a neighborhood or a city, people are not always aware that the options are available. And, if they are aware, they may not know how to use them, especially if they do not see anyone else using them.

   Even mobility options that have been around for a while, like DDOT busses, can sometimes be intimidating to use for the first time. These challenges are compounded when you factor in that residents may not speak English as their first language, may have a disability, or may not have phone with a data plan.

2. **Make Mobility More Affordable**

   *The cost of mobility can limit access to basic needs, such as groceries and health care.*

   Transportation challenges can be especially acute for people without the financial means to pay the high cost of owning and maintaining a car in Detroit or the cost of on-demand rideshare options. Even those who can afford to own a car may sometimes have to choose between paying rent or paying for car repairs. Also, there are some neighborhoods without affordable food or healthcare nearby, forcing residents to travel long distances just to get the week’s groceries.

3. **Build an Inviting Environment**

   *All residents, workers, and visitors should feel a sense of belonging as they move around their community.*

   As one of the oldest parts of Detroit, the Michigan Central Station Impact Area has developed distinct culture and values. As new development occurs in the area, it should remain a welcoming environment both to old 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 a stronger sense of community.
4. Connect People, Places, and Opportunities
   It will become increasingly important not only to grow the number of mobility options but also to make them work well together.

   As more residents and businesses are anticipated to move into the Impact Area, there may be a strain the capacity of the existing transportation system, unless additional mobility options are brought in. Such mobility options need to together, making it easier for people to use multiple modes of transportation.

   Furthermore, as more mobility options are brought into the area, they should reflect the needs, values, and character of the community.

5. Other
   Think outside the box

   We are looking for interesting, creative ideas that answer the Challenge Question but do not fall under one of the four primary Opportunity Areas. The four primary Opportunity Areas cover many aspects of mobility, but certainly not all. We’d love to see your ideas!

Timeline

Propose Phase:
The Propose phase is when we will accept applications. We will continue with online engagement, and we will add offline engagement opportunities through several Innovation Networking Events. Anyone will have the opportunity to give feedback and vote on the ideas they find the most interesting. Applications will be due by October 31, 2019.

Refine Phase:
During the Refine phase, a Steering Committee will review all proposals and will choose 12 Finalists. These Finalists will receive a $6,500 stipend and will have the opportunity to participate in a workshop to refine their applications, and they will be paired with expert mentors as they transform their ideas into more viable and detailed proposals. Finalists will be expected to submit a refined pilot proposal by January 8, 2020.

Select Phase:
In the Select phase, a Panel of Judges will review the Finalists’ proposals, hear their pitches, and interview them. The Judges will then evaluate each Finalist based on the Evaluation Criteria and choose the winner(s), who will receive up to $250,000 in funding for piloting their idea.

Pilot Phase:
The Pilot phase involves piloting the winning idea(s) in the city. During this phase, Ford and partners will align on a contract with the Winner(s), and the Winner(s) will implement their proposal with the funding support from the Challenge.

Rules

To learn more about eligibility, confidentiality, Intellectual Property, and other important information regarding the challenge, please visit the Rules and Terms and Conditions.
Evaluation Criteria

In order for Ford to consider an application for this Challenge, the project must have a direct benefit on residents, workers, or visitors of the Michigan Central Station Impact Area, as defined by the City of Detroit in its Community Benefits Agreement.

All applications that meet the above criterion will be evaluated against the following criteria:

1. **Desirable:** The application demonstrates how it can meet the needs of both the city and its intended user
   - Does the solution clearly attempt to answer the Challenge Question?
   - Does the solution fit within an Opportunity Area? If not, does it clearly articulate a new opportunity or unmet need?
   - Is there a clear user with an unmet need, and does the application compellingly demonstrate that someone will use the solution?

2. **Feasible:** The solution can be piloted with up to $250K and within 6 months, and it is operational within the current transportation system
   - Does the applicant have the capability to deploy a pilot on-time & on-budget?
   - Does the solution require reasonable changes, or none at all, to the current transportation network or infrastructure?
   - Does the solution demonstrate awareness of potential hurdles and a plan to overcome them?

3. **Viable:** The solution has a clear customer and a pathway to a sustainable service model
   - Does the solution articulate a funding model and/or demonstrate a path to a revenue stream that could sustain it after the pilot period concludes?
   - Is there a plan to collect data and metrics that could inform future deployments or scaling?
   - Is there a plan for scaling the solution to new areas after the initial pilot deployment period?

In order to enhance equity in all aspects of life and provide a platform for innovation and inclusion, The City:One Challenge is committed to supporting diverse, broadly implementable proposals as a means to shift culture and create opportunities for all individuals. Key to this is understanding and recognizing that disability does not exist in isolation or a silo. Rather, it intersects and spills over into all areas of life. As such, preference may be given to proposals that demonstrate the following qualities:

1. **Solutions for All** – Is there a mechanism for furthering mobility solutions that maximize the full integration of people with disabilities, conditions of aging, lack of English fluency, and other barriers into the community?

2. **Community Buy-in** – Is there a mechanism for confirming the community buy-in of the pilot (for example, by having a local implementation partner, or by developing a
mechanism to bring the community into the pilot design, development, and deployment)?

3. Economic Value – Is there a mechanism for creating economic value in the community in which the solution is piloted (for example, by creating jobs, giving an equity stake, or some other mechanism)?

All submitted ideas will go through a series of selection and judging reviews. The first review will be done by a steering committee from Ford, PlanetM, the City of Detroit, AT&T, Dell Technologies, Microsoft, and local partners, who will select the top 12 Finalists to progress to the Refine phase.

In the Refine phase, the Finalists will submit their pilot proposals for final review by a Judging Panel, comprised of representatives from Ford, PlanetM, the City of Detroit, and local partners, who will assess the proposals and determine the overall winners.

Winner(s) will be awarded up to $250,000 to pilot and validate their solution in the Michigan Central Station Impact Area, at a location where the solution can demonstrate immediate benefit. Terms of the award will be executed via a Statement of Work with the Winner(s).

Supplemental Resources

Below is an outline of some tools available to you to support your application.

Innovation Toolkits – if you’re interested in learning more about innovation and design, these links can help give you a solid foundation for identifying and solving mobility problems.

- Innovation
- Design Thinking
- Circular Design

Planning Sites for the City of Detroit and Ford – there are several sites that contain valuable information on some of the additional work being done in and around the Michigan Central Station Impact Area

- Michigan Central Station Community Benefits Ordinance (CBO) Page
- Department of Neighborhoods – District 6 page
- Ford’s Michigan Central Station Development home page
- Greater Corktown Planning and Development Site – contains information on other ongoing work and studies relevant to the Michigan Central Station Impact Area

Detroit’s Open Data Sources and other Resources – Want to play around with all of the data that’s publicly available? Here are some sources you can start with.

- Detroit Open Data Portal
- Landgrid Detroit data

City:One Research and Community Resources
• **Blogs** - check out the City:One blogs to find interesting data and information about the Challenge, and be on the lookout for new posts that can inform your application

• **Community Contributions** - don’t forget all of the great stories, insights, and questions posted during the Explore phase! You may find some useful tidbits for your application

• **Community Idea Sessions** - connect with Detroit residents, entrepreneurs, and local leaders at Innovation Networking Events that will be held during the Propose phase

• Full Michigan Central Station Challenge Brief Report – will be released shortly. Stay tuned!

**FAQ**

Visit the [FAQs](#) on the website for more information on the Challenge process.

If you have any other questions about the City:One Challenge process, you can contact us at [cityone@ford.com](mailto:cityone@ford.com).