Integrated Mobility Innovation Program

June 2021
What is the Federal IMI Program?

“funds projects that demonstrate innovative and effective practices, partnerships and technologies to enhance public transportation \textit{effectiveness}, increase \textit{efficiency}, expand \textit{quality}, promote \textit{safety} and improve the \textit{traveler experience}.”

25 Projects in 23 States for a total of $23MM that combines Mobility On Demand (MOD), Strategic Transit Automation Research (STAR), Mobility Payment Integration (MPI), and other supporting program objectives into a single portfolio

Goals

- \textit{Explore} new business approaches and emerging technology solutions that support transformational mobility services
- \textit{Enable} communities to adopt innovative mobility solutions that enhance transportation efficiency and effectiveness
- \textit{Facilitate} the widespread deployment of mobility solutions that foster expanded personal mobility

Objectives

- More \textit{efficient} public transportation service
- Better \textit{mobility for individuals}
- Enhance the overall \textit{rider experience}

Overarching Requirements

- Consider how to address accessibility for persons with disabilities
- Ensure that all stakeholders are involved, including people with disabilities
WHAT DOES THIS MEAN FOR CENTRAL OHIO?
Overview of Program

Leveraging cutting-edge technologies and partnerships to improve mobility services

<table>
<thead>
<tr>
<th>PROGRAM GOAL</th>
<th>APPROACH</th>
<th>TECHNOLOGY</th>
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<tbody>
<tr>
<td>Improve mobility services throughout Central Ohio by promoting: 1. Public safety 2. Regional Collaboration 3. Traveler experience</td>
<td>Unify multiple traffic management data streams and enable greater visibility among disjointed transit services</td>
<td>Deploy an artificial intelligence (AI) cloud-based software solution that enables proactive traffic management and cross-agency collaboration all in one place</td>
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## Funding

<table>
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<tr>
<th></th>
<th>FTA</th>
<th>Cost Share</th>
<th>Total</th>
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<tbody>
<tr>
<td></td>
<td>$1,725,000</td>
<td>$800,000</td>
<td>$2,525,000</td>
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### PARTNER AGENCIES

- MORPC
- COTA
- waycare
- The Ohio State University
- DriveOhio
- Honda
- TRC
- The City of Columbus
- SMART Columbus
- Delaware Transit
- Ohio Department of Transportation
- OneColumbus
HOW WILL WE BE SUCCESSFUL?
Success Criteria – COTA IMI Grant
Implementation of Artificial Intelligence

**Increase Safety**
- Number of incidents & crashes reported
- Number of incidents affecting buses
- Incident clearance times

**Increase Data Visibility**
- Number of data sets and feeds in the platform
- Number of reports created
- Number of users accessing reports

**Increase Cross-Agency Collaboration**
- Number of unique and active agencies/users
- Workflow collaboration for incident resolution
- Cross agency ridership

**Improve Operational Efficiency**
- Reduction in dwell time
- Reduction in time spent in unexpected traffic

**Improve Public Transparency**
- Number of notifications sent to the public
- Number of eyeballs on public interface - whatever means/medium will be chosen

**Improve OTP**
- Number of data sets and feeds in the platform
- Number of reports created
- Number of users accessing reports
- Number of notifications sent to the public
- Number of eyeballs on public interface - whatever means/medium will be chosen
Regional Scope

Counties – The Region
- Delaware County
- Franklin County
- Fairfield County
- Knox County
- Licking County
- Logan County
- Madison County
- Marion County
- Morrow County
- Pickaway County
- Union County
- Athens County (Option)
- Hocking County (Option)
Technology

CROWD-SOURCED DATA

AGENCY DATA FEEDS

WAYCARE

ACTIONABLE INSIGHTS

AGENCY COORDINATION

PUBLIC OUTREACH
Timeline

- **2020**
  - Oct: Conduct Initial Regional Coordination meeting(s)
  - Nov: Finalize: Regional Participation, Deployment Strategy, Project Planning
  - Dec: Design & Development

- **2021**
  - Jan: Project Mgmt
  - Feb: Product Definition
  - Mar: Design & Development
  - Apr: Historical Data Upload & Integration
  - May: Detailed Product Definition & Scope of Work
  - Jun: Real-time Connections & Algorithm Training
  - Jul: Gathering and Integration of all Historical Data
  - Aug: Bring up of dedicated cloud-based Environment
  - Sep: Establish Real-time connections to data feeds, Algorithms Integration, Change Mgmt. Plan
  - Oct: Training
  - Nov: Testing & Feedback Collection
  - Dec: Test User Launch

Legend:
- Quarterly Progress Report
- Project Milestones
Thank You!

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