COLUMBUS: A SMART CITY STORY
WE’VE BEEN HERE BEFORE.
BUGGY MANUFACTURING CAPITAL
QUALITY OF LIFE
• Connect people to employment and opportunity: including improving access to healthcare and fresh food
• Increase personal mobility efficiency
• Attract and retain talent with a desirable lifestyle
• Alleviate the daily stresses of traffic and congestion

WHY?
• The industry change is coming
• Expected population growth of 1 million people
• One of the most economically segregated cities in the nation
• Regional sprawl

ECONOMIC GROWTH
• Future-proof our economy by attracting and creating new jobs in emerging industries
• Prepare our existing workforce for the future
• Pivot existing industries to own the future
• Incorporate “smart thinking” into real estate development
$40 MILLION
78 APPLIED • COLUMBUS WON

SMART CITY CHALLENGE
What is SMART COLUMBUS?
To empower our residents to live their best lives through responsive, innovative and safe mobility solutions.
MISSION

To demonstrate how an intelligent transportation system and equitable access to transportation can have positive impacts on every day challenges faced by cities.
OUTCOMES

SAFETY
MOBILITY
OPPORTUNITY
ENVIRONMENT
AGENCY EFFICIENCY
CUSTOMER SATISFACTION
SMART CITY CHALLENGE PROJECTS
“Mobility is the great equalizer of the 21st century.”

– Mayor Andrew J. Ginther
SMART COLUMBUS OPERATING SYSTEM

ENABLING TECHNOLOGIES
- Connected Vehicle Environment

ENHANCED HUMAN SERVICES
- Multi-Modal & Common Payment System
- Smart Mobility Hubs
- Mobility Assistance
- Prenatal Trip Assistance
- Event Parking Management

EMERGING TECHNOLOGIES
- Connected Electric Autonomous Vehicle
- Truck Platooning

PROGRAM MANAGEMENT TOOLS & DELIVERABLES
OPERATING SYSTEM BIG PICTURE

Data Inputs
- Workers
- Citizens
- Public & Private Systems
- Devices & Things

Data Capture & Analysis
- Data Scientist & Researchers
- Application hosting and connectors to other systems

Data Consumption
- Public
- Entrepreneurs
- Universities
- Commercial Partners
- City
- USDOT
- Independent Evaluators
CONNECTED VEHICLE ENVIRONMENT
MULTIMODAL TRIP PLANNING/
COMMON PAYMENT SYSTEM
MOBILITY ASSISTANCE

From bus stop, turn left on 5th Ave
Walk time 3 minute

I GOT OFF BUS
PRENATAL TRIP ASSISTANCE
EVENT PARKING MANAGEMENT
SELF DRIVING VEHICLES
5 PAUL G. ALLEN PHILANTHROPIES PRIORITIES

1. DECARBONIZATION
2. ELECTRIC VEHICLE FLEET ADOPTION
3. TRANSIT, AUTONOMOUS & MULTIMODAL MOBILITY OPTIONS
4. CONSUMER ELECTRIC VEHICLE ADOPTION
5. CHARGING INFRASTRUCTURE

REDUCE GREENHOUSE GAS EMISSIONS
PRIORITY 1: Decarbonization

Reduce regional greenhouse gas emissions
PRIORITY 2: Vehicle Fleet Adoption

Improve the Midwest’s lagging position in electric vehicle (EV) deployment
PRIORITY 3: Transit, Autonomous, & Multi-modal Systems in the City

Connected Electric Automated Transit Vehicles
PRIORITY 4: Consumer Electric Vehicle Adoption

Advance a Replicable Electrification Model
PRIORITY 5: Charging Infrastructure

Accelerate EV adoption with more charging facilities
OUR NEW WAY OF LIFE. EMBRACE THE CHANGE.

ELECTRIC VEHICLE ADOPTION
We will aggressively grow the electric market in Columbus: add them to public and private fleets, secure a supply of new and used models, prepare dealers and service people, and educate consumers.

INTEGRATED SOLUTIONS & SEAMLESS USER EXPERIENCE
Simple, integrated solutions will create a much friendlier user experience: to navigate, plan routes, and pay fares with different modes of transport, from pick up to parking.

MULTIMODAL OPTIONS
To decrease our high dependency on personal ownership, we’ll bring people on board to grow our ecosystem with more options, including improving existing services and adding new services that address more needs throughout the region.
2 YEARS DOWN...
2 YEARS TO GO

$90 MILLION HAS TURNED INTO $522 MILLION

+1,000
STAKEHOLDERS
DIRECTLY ENGAGED

46 LOCAL
PARTNERS
ACTIVE IN PROGRAM
DEPLOYMENT

CO-LOCATED
50 TEAM MEMBERS
TO 1 Location
FROM 6
ORGANIZATIONS

2 YEARS DOWN...
2 YEARS TO GO
THANK YOU

FOLLOW @SMARTCUSBUS