

NATIONAL CENTER FOR APPLIED TRANSIT TECHNOLOGY

# State-Level Technology Decision-Making

n-catt



National Center  
for Applied Transit  
Technology



# NATIONAL CENTER FOR APPLIED TRANSIT TECHNOLOGY

- Walking small agencies through the technology landscape
- Producing resources on adopting emerging technologies
  - Zero-emission vehicles, green infrastructure, data management, new software decision-making
  - Lessons learned, trends, strategies
- Providing in-depth technical assistance to adopting new technologies
  - Strategic Technology TA Teams and **State Summits**
  - Enabling technology transfer
- Developing hands-on workshops to understand how different technologies can be applied
  - Data Management, Digital Tools for Redesigns

Find us at: [n-catt.org](https://n-catt.org)



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# STATE-LEVEL TECHNOLOGY DECISION MAKING

JANET GEISSLER, MOBILITY INNOVATIONS SPECIALIST  
OFFICE OF PASSENGER TRANSPORTATION  
MICHIGAN DEPARTMENT OF TRANSPORTATION

JUNE 27, 2023



As recently as five years ago, MDOT's Office of Passenger Transportation (OPT) was doing little with transit technology.

A campaign advertisement for Rick Snyder for Michigan. The background is a photograph of Rick Snyder, a man with grey hair wearing a maroon t-shirt, standing in a room with framed pictures on the wall. The text is overlaid on the image. The background of the entire image is a blue gradient with white circuit-like patterns in the corners.

**RICK SNYDER**

for Michigan

- GOVERNOR -

**ONE TOUGH NERD**

PAID FOR AND AUTHORIZED BY RICK SNYDER FOR MICHIGAN COMMITTEE

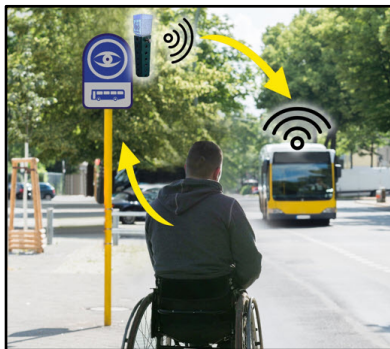
# COUNCIL ON FUTURE MOBILITY

- Created in 2016, housed within MDOT
- Mission: Foster a cohesive and collaborative environment with recommendations to promote the development of technologies associated with autonomous, automated, and connected vehicles, and enhancing personal mobility transformation across all modes of transportation in the state.
- Provided Governor and Legislature with policy recommendations



- Goal: Use technology to solve mobility gaps for seniors, persons with disabilities and veterans
- Encouraged public-private partnerships to design and implement pilot projects
- Received over 40 proposals
- Thirteen projects selected – awards ranged from \$100,000 to \$2.1 million





# SUPPORT FROM THE TOP

- Former Republican Gov. Rick Snyder and his Democratic successor, Gov. Gretchen Whitmer, are strong supporters of public transit and want Michigan to be a leader in innovation.
- New OPT administrator sees value in and is passionate about transit technology
- People who grew up with technology are moving into leadership positions at transit agencies



*OPT Administrator Jean Ruestman riding in autonomous shuttle.*


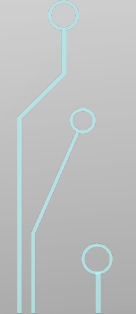
# EXTERNAL INFLUENCES

- As riders are exposed to other mobility technology, they expect and demand more from transit
- More federal grant opportunities





# EMBRACING TECHNOLOGY

- **Accessibility and equity:** Recognition that technology can mitigate mobility barriers.
  - **Acceptance of risk:** We know demo projects don't always work out as anticipated. We're OK with that. You learn as much from your failures as your successes.
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# NEW FOCUS IN OPT

Creation of Mobility  
Innovations Specialist  
position

MDOT OPT  
Statewide  
Technology Plan for  
Michigan Rural Public  
Transit Agencies



# RURAL TRANSIT TECH STRATEGIC PLAN

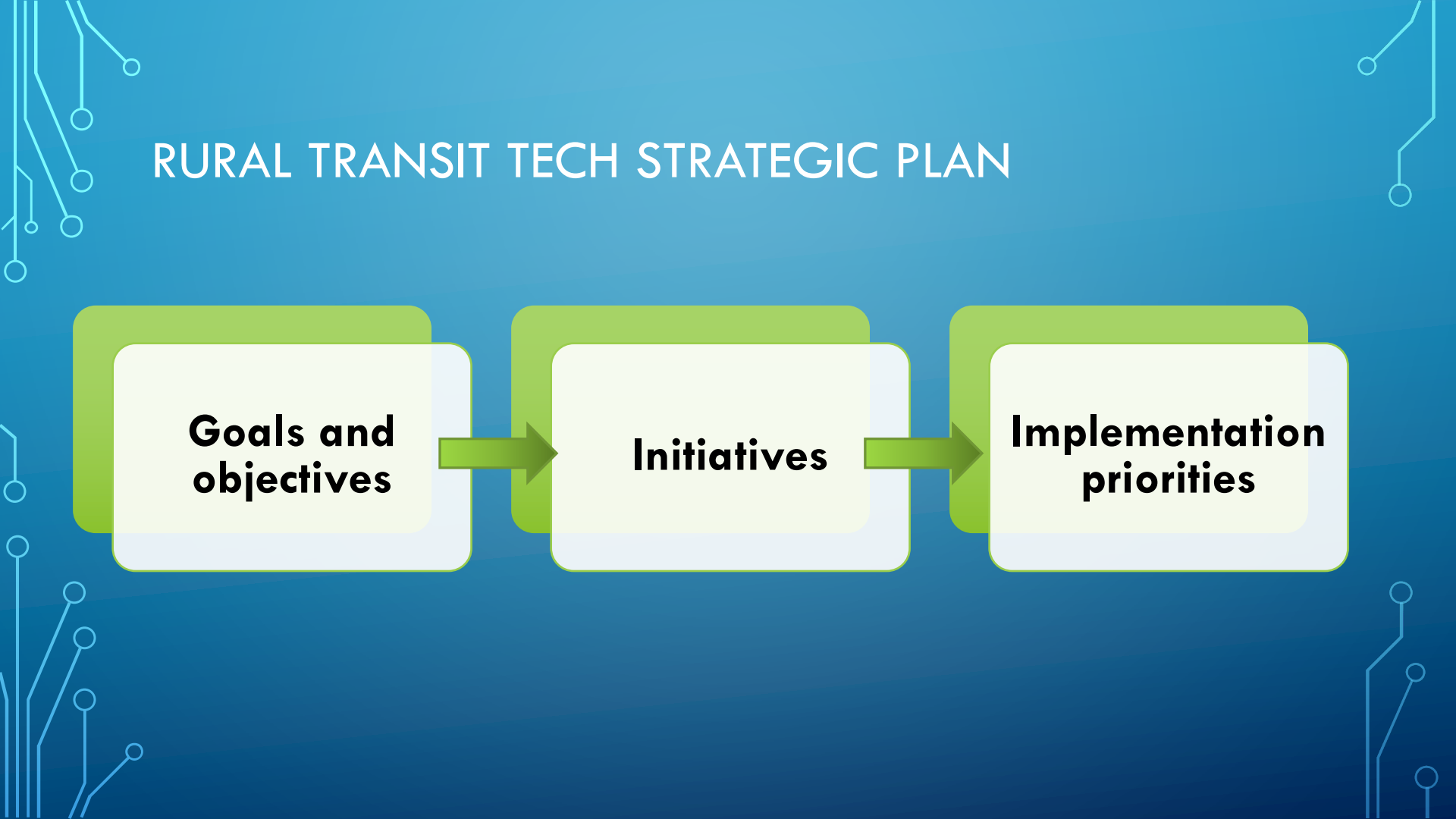
- **State of the system:** Assessment of technology in use and agencies' level of tech readiness
- **Trends and opportunities:** ID technologies that are applicable to rural agencies.
- **Peer review:** Learn from others' experiences

# RURAL TRANSIT TECH STRATEGIC PLAN

**Goals and objectives**

**Initiatives**

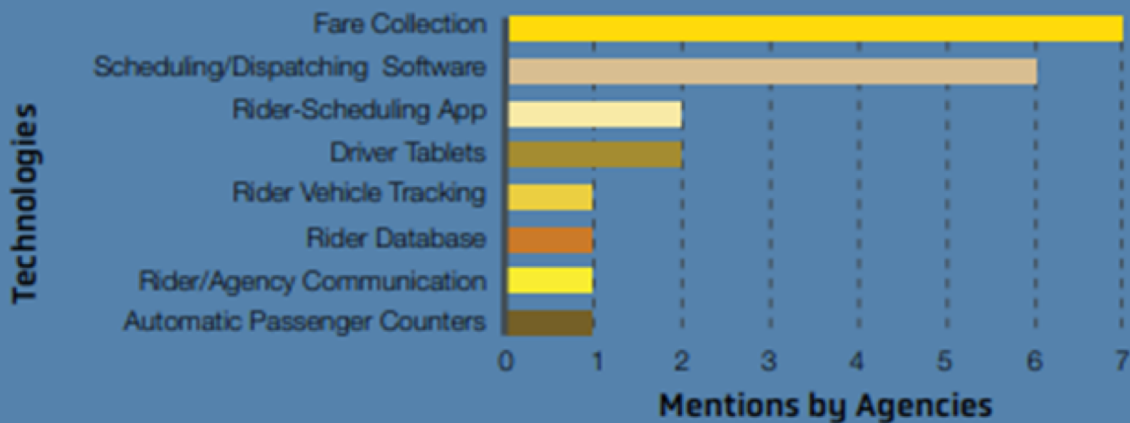
**Implementation priorities**



## PRIORITIZATION

- Required matching funds
- Rural Transit Technology Strategic Plan
- Gaps, especially in areas with poor access to socioeconomic determinants of health

### TECHNOLOGIES THAT AGENCIES WANT ARE...





# ADDRESSING GAPS

## Michigan initiatives to mitigate mobility barriers

- Map project
- Mobility Wallet
- New challenge grant

# HOW CAN THE DOT HELP?



**Funding**



**Support  
for  
agencies  
on the  
projects  
they  
identify**



**Challenge  
grants to  
advance  
statewide  
goals**



**Encourage  
and  
facilitate  
partnerships**

# HOW CAN THE DOT HELP?



**Education  
and training**



**N-CATT  
State  
Technology  
Summit  
technical  
assistance**



**Extended  
purchasing  
contracts**

[https://www.camobility  
marketplace.org/](https://www.camobilitymarketplace.org/)

Contact: Zachary.Karson@  
rebelgroup.com



**Research**



# QUESTIONS?

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# CONTACT US!

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