Looking Beyond the Facility and Engaging the Community

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Mcity

Opened in 2015, it features

• Rich urban and highway test environment
• Safe and repeatable testing
• Modeled in popular simulation software apps
• Connected infrastructure
• Traffic signal network and control center
Mcity

Asphalt, Concrete and Dirt Roads

Signage, Buildings, Crosswalks ...
Mcity Traffic Control Center
OpenCV & OpenAV
Augmented Reality
Success is More than Creating a Test Facility

- Ultimately, the goal is to get the technologies onto the streets
- For the University, it’s largest effort began in 2012 with the deployment of V2V/V2I in Ann Arbor
Success is More than Creating a Test Facility

- How you engage the community, or not, will directly relate to their level of concern
- Worked over the last 6 years to expand outreach and education efforts
- Able to address the community’s concerns in advance
Specific Things We’ve Done

- Open house annually
  - Let the community know what’s going on behind the fence!
  - Four hours
    - Static displays and walking tours
  - Invite neighborhood associations
  - Each tear sas exceeded expectation

- Year 1, 900 visitors
- Year 2, 1,800 visitors
Specific Things We’ve Done

- Educational engagement
  - Middle Schools
  - High Schools
  - Community Colleges
  - Other Universities
Specific Things We’ve Done

– Contributed to improvements in the City’s infrastructure
  • Software upgrades
  • New traffic controllers
  • Additional fiber installed
Specific Things We’ve Done

- Created opportunities for participants and sponsors to give back to the community
  - Money for the public schools
  - Money for children’s hospital
Success Is ....

- ... an engaged and receptive community!