

SMARTER COLUMBUS: A ROADMAP TO A BETTER US

Mandy K. Bishop, PE, SI
Deputy Director Public Service/
Smart Columbus Program Manager



\$50 MILLION

78 APPLIED • COLUMBUS WON



SMART CITY
CHALLENGE

THE CITY OF
COLUMBUS

ANDREW J. GINTHER, MAYOR



U.S. Department of Transportation

**“Mobility is the great
equalizer of the 21st
century.”**

– Mayor Andrew J. Ginther





VISION

To empower our residents to live their best lives through responsive, innovative and safe mobility solutions.

S
M
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MISSION

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



SAFETY



MOBILITY



OPPORTUNITY



ENVIRONMENT



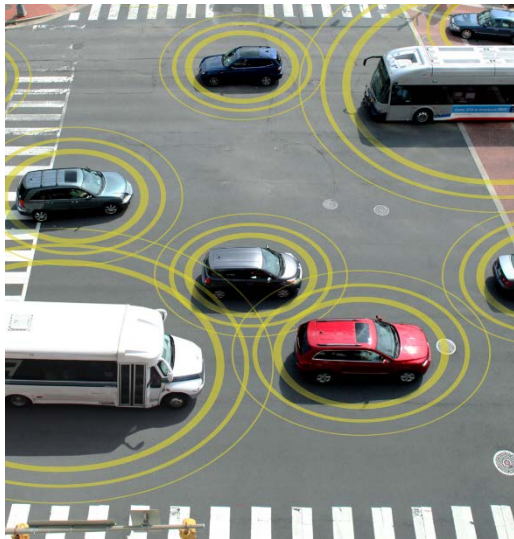
**AGENCY
EFFICIENCY**



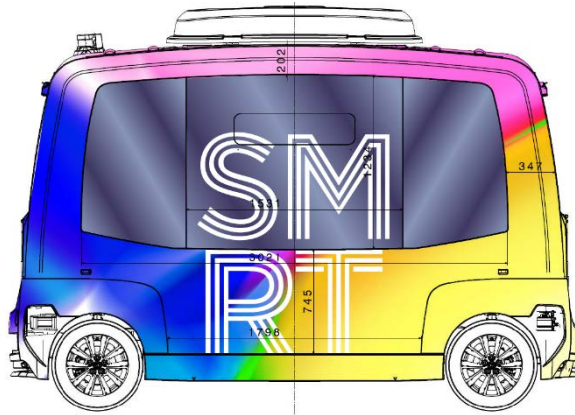
**CUSTOMER
SATISFACTION**



SMART COLUMBUS – TRANSPORTATION ECOSYSTEM



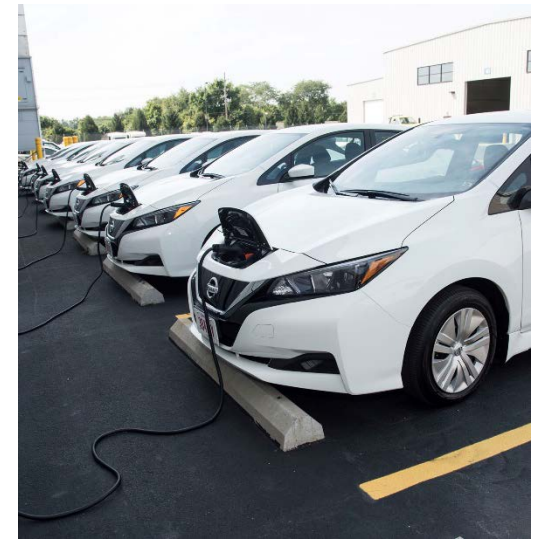
Connected



Autonomous



Shared

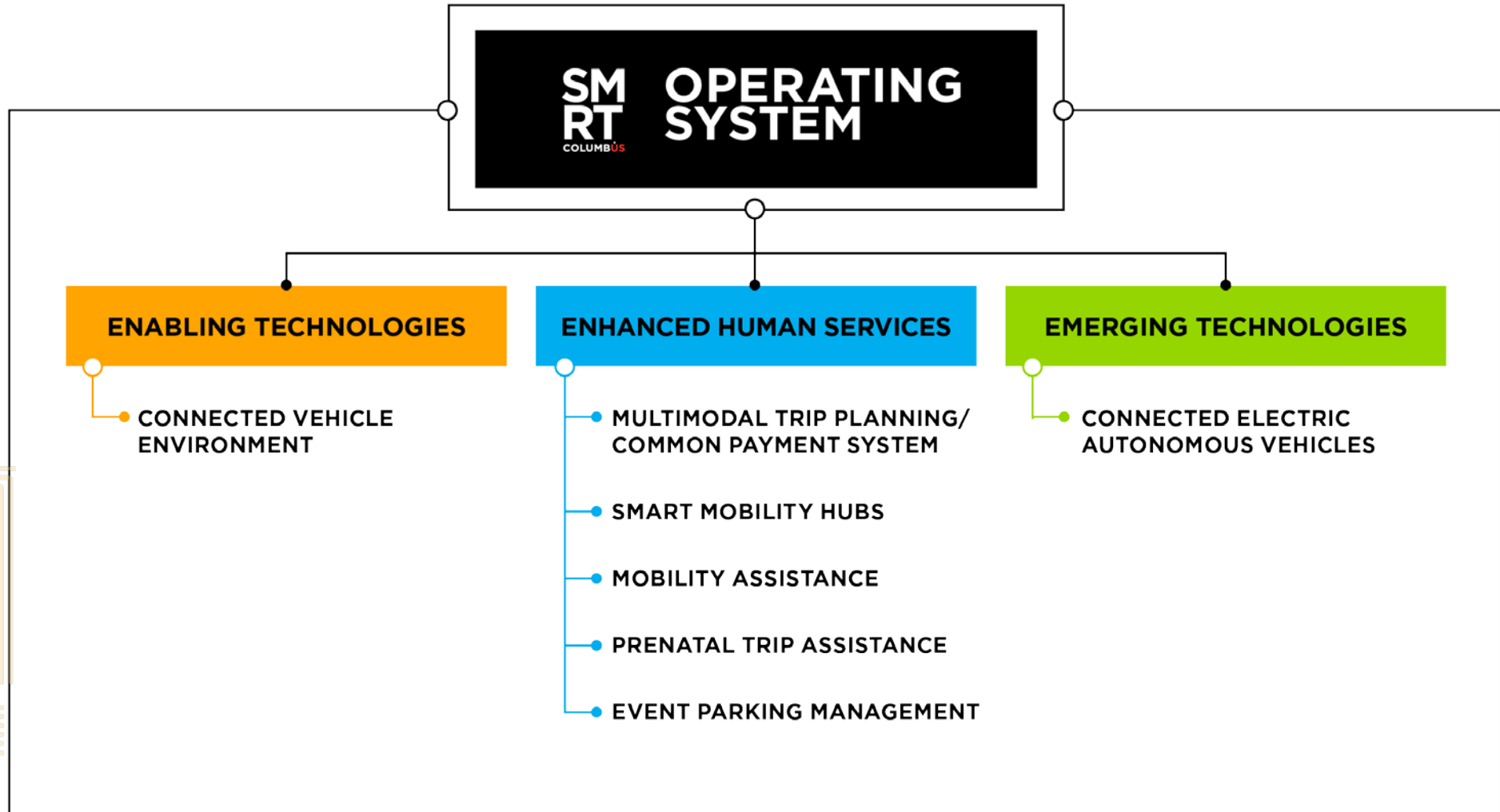


Electric

C.A.S.E.



USDOT PORTFOLIO



5 VULCAN PRIORITIES



DATA IS THE NEW OIL

Everyone is seeking new and better ways to manage and apply their data to solve the problems they face.

- >> What problems do you solve with data and technology today? How are you managing it?
- >> What problems might you solve with data and technology in the future?

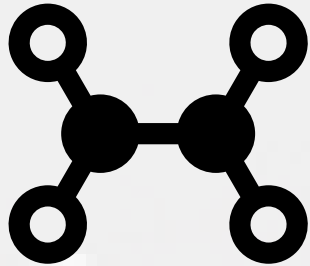
SMART COLUMBUS OPERATING SYSTEM

A holistic integrated data exchange where data from multiple sectors can be securely collected, aggregated, published and used to power solutions for communities.

1. Support the data ingestion **needs of the USDOT Grant projects**
2. Develop a platform that can be **used by others**
3. Facilitate **agency efficiency** for city governments
4. Establish a **viable Regional Data Platform** to support the needs of community stakeholders
5. Scale and sustain the **platform to finance continued investment** in Smart City projects for the community

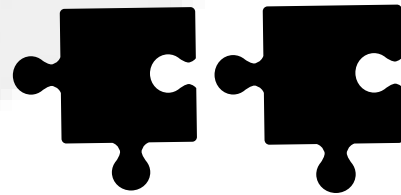
OPERATING SYSTEM

DRIVING FORCES & DIFFERENTIATORS



NEAR REAL-TIME

Modern IoT sensor data and connected vehicle environments require this



MODERN ARCHITECTURE MICRO SERVICES

Added new plug and play services and functionality



CLOUD AGNOSTIC

Run the system where and how it best suits your needs and budget



OPEN SOURCE

Save development time and resources by building on a solid, no license fee data management platform



DATA MANAGEMENT & DATA PRIVACY



Data Management Plan

for the Smart Columbus
Demonstration Program

FINAL REPORT | AUGUST 22, 2019

PRIVACY POLICY



SMART COLUMBUS OPERATING SYSTEM POLICIES AND DISCLAIMER

The Smart Columbus Team is dedicated to providing website users with easy to use, secure access to data from various public and private entities. Therefore, we are committed to protecting the privacy of our users. The following information represents the policies and disclaimers for your use of this site. It contains privacy policy information about what data is collected and how that information is used. The below policies, disclaimer and information may be changed periodically without notice.



BICYCLE
PICK-UP
30 FEET



PAYMENT
RECEIVED



MULTIMODAL
TRIP
CONFIRMED



MULTIMODAL TRIP PLANNING APPLICATION/COMMON PAYMENT SYSTEM

PIVOT VISION

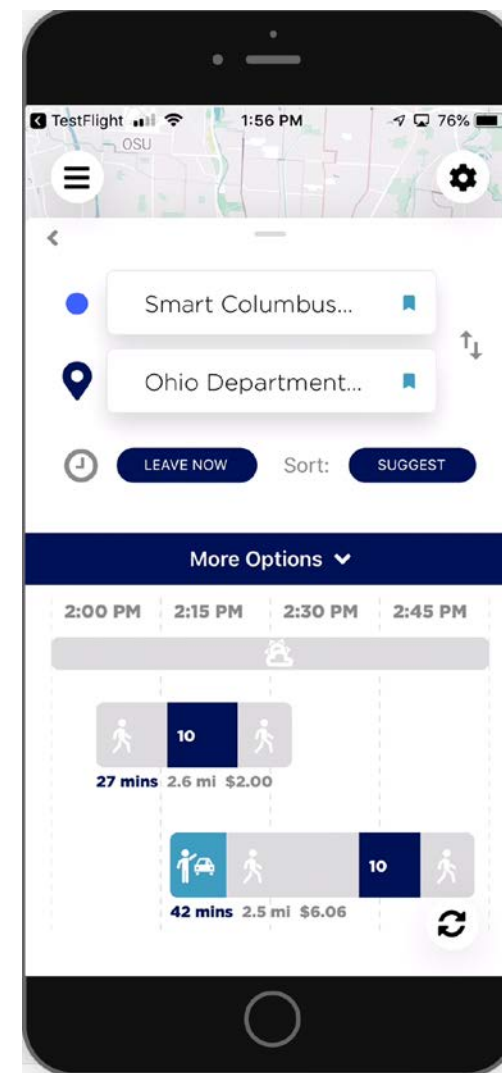
The future of transit is multimodal and on-demand

A shift away from personally-owned vehicles

A solution that uses both public and private entities

As the regional public transit provider, COTA is the ultimate owner

A way to plan, book and pay for your trip in one application!





PARTICIPATING MOBILITY PROVIDERS

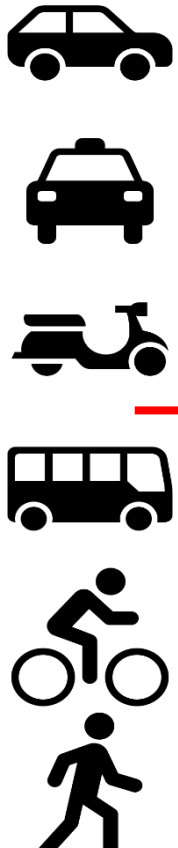
COTA
 OSU CABS
 MORPC – Gohio Commute
 Yellow Cab
 Bird
 Lime
 Spin
 COGO
 May Mobility
 Empowerbus



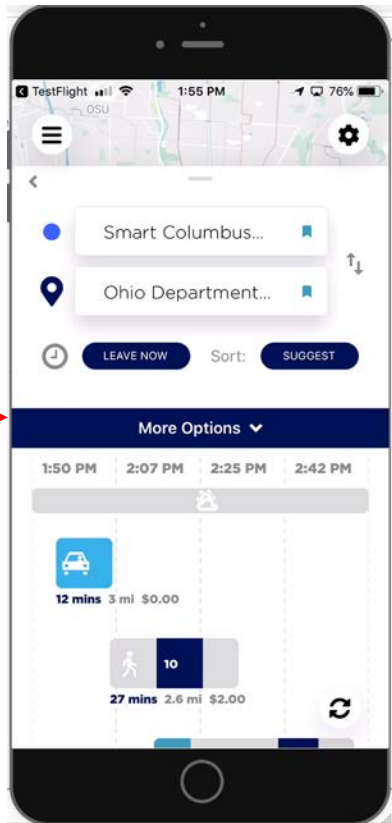


DATA

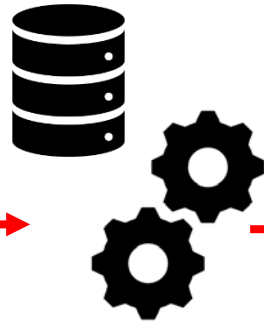
MODE



MMTPA

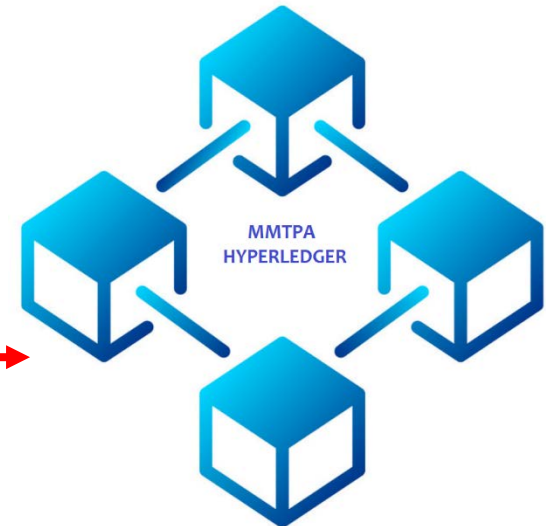
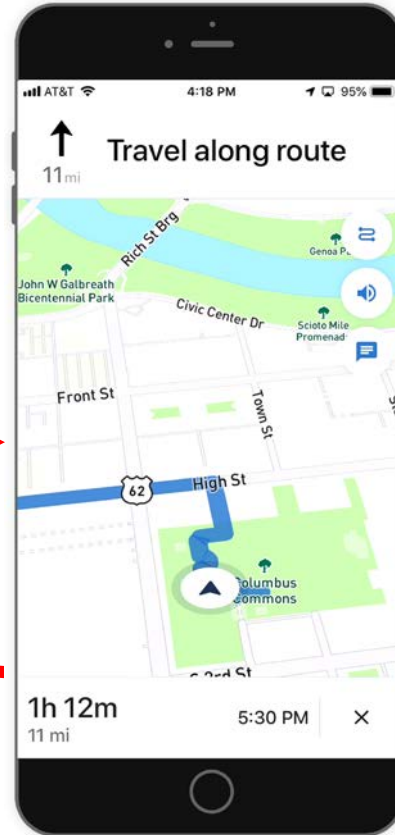


INRIX



MACHINE LEARNING

TRIP



MaaS AND TRAFFIC MANAGEMENT 2.0 (TSMO)



The Next Operating System (OS) is the “brain” of the entire transportation system. It connects and integrates different modes of transportation – passenger vehicles, buses, ride-sharing vehicles, delivery trucks, autonomous vehicles, bikes and scooters, and more – to improve overall efficiency and accessibility for people and goods to move throughout the region.

Source: SANDAG




Imagine a world where...

You know the exact length of your commute the night before based on historical traffic patterns, the weather forecast, and event schedules across the city.



TRAFFIC ALERT

now

 Your commute is estimated to take an additional 18 minutes tomorrow morning.



EQUITY & INCLUSION





EQUITY & INCLUSION – WORKFORCE



What is Next?

**Smart
is just
the
START.**

SIGN UP FOR OUR E-NEWSLETTER

Contact:

SmartColumbus@columbus.gov

LEARN MORE



Columbus.gov/smartcolumbus



@SmartCbus

@mandySmartCbus