

Numina Deployment on Michigan Avenue: Community Engagement Plan

Overview

Numina aims to engage with the community throughout every phase of sensor deployment. In advance of deployment, Numina has consulted with local partners to determine potential locations for sensors. We aim to meet with at least three separate community groups before the sensors are deployed. After installation, Numina will share interim reports to the Corktown Business Association, via our local partner, the TK Fund. In addition, Numina will work with the City of Detroit Office of Mobility Innovation (OMI), our permitting body, to determine what data should be shared publicly from the deployment. Numina has previously piloted street-level community engagement interventions, including a plain-language placard and community engagement website, with a privately managed Michigan Ave. location.

Project partners

Alex Riley, the TK Fund

As a board member of the Corktown Business Association, Alex will communicate the project findings to the larger business community with the hope to expand the program and deliver safe, sustainable mobility experience throughout the neighborhood.

Michigan Mobility Funding Platform (MMFP)

As part of the Michigan Economic Development Corporation, MMFP is the project funder.

Other potential community stakeholders for outreach

- Metropolis Cycles (current sensor host)
- Corktown Business Association
- Neighborhood associations
- Corktown Historical Society
- City Council Representative, District 6
- OMI
- Detroit Riverfront Conservancy
- Detroit Greenways Coalition

Proposed timeline

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| October 2023 | <ul style="list-style-type: none">● Introduce project to the community, via written materials and through community partners● Solicit input on sensor locations● Confirm sites and install. |
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| November 2023 - October 2024 | <ul style="list-style-type: none"> ● Ongoing data collection and continuous engagement on findings. |
| October 2024 | <ul style="list-style-type: none"> ● Share out final report insights through identified channels. ● Project expansion or De-installation. |

Outreach strategies and feedback mechanisms

- 1:1 calls with stakeholders to introduce project and identify any initial concerns, community priorities, and additional avenues for communication
- Mobile-first Project Website. Initial design hosted here: <https://corktown.numina.co/>
- Direct feedback mechanism via a form on the Project Website
- Project updates via Numina newsletter
- Present findings to local organizations and community groups in scheduled meetings, webinars, etc.
- Share information through local project partner(s)