

Transcript: "SMART: New Mobility Solutions for Beijing and Detroit"

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- Slide** Alcoa Foundation Advancing Sustainability Research Initiative
SMART: New Mobility Solutions for Beijing and Detroit
Alcoa Foundation
SMART
University of Michigan Transportation Research Institute
Taubman College of Architecture and Urban Planning
Institute of International Education
- Deena Fox, Rosetti and SMART Advisory** SMART stands for sustainable mobility and accessibility research and transformation. And a lot of the work that SMART does is focused not only on research, but also on moving from research to implementation.
- Sue Zielinski, SMART Managing Director** SMART is a program of the University of Michigan, and it's multi-disciplinary, so it's a network across the university that brings in every department that has to do with transportation, which is many departments.
- Steve Gutterman, Transportation Riders United and SMART Advisory** We're helping to identify common interests between academia, between business, between government and between public sectors.
- Sue Zielinski** We focus on sustainable transportation in an urbanizing world, and we do it in a way that tries to provide integrated and seamless transportation for people door-to-door using a variety of different modes of transportation and using new technologies like information technologies to make it more seamless and also more equitable.
- Deena Fox** There are three key priorities that we are looking to address. Access is one. Alternatives and options is another, and a third would be economic opportunity.
- Sue Zielinski** We're really excited that Alcoa Foundation is supporting this project because it allows us to work in two very different regions. We're working in the Detroit region, and we're working in Beijing, in China.
- Steve Gutterman** The Detroit region is really interesting. There's a basic lack of transportation diversity – very, very car oriented for reasons that make sense, as the auto capital of the world in the 20th century. Dual objectives are: one, we really want to make this region dynamic again in terms of being a transportation leader. And two, we want to begin to reinvent our region which is going through tremendous difficulties -- population loss, economic challenges, and transportation is an essential part of this whole problem and solution.
- Sue Zielinski** I think it's going to be really interesting to see the contrast between Beijing and Detroit, because the challenges in Beijing right now are that because of the fast-

growing economy the congestion is really increasing, and because of the status-factor, many, many people want cars – that’s their first goal as soon as they begin to do well economically. And so we have this pressing need to address the challenges of congestion there.

Steve Gutterman

Detroit and South-East Michigan are dealing with almost an opposite set of issues, and yet sustainability are issues for both of us moving forward.

Deena Fox

The most exciting thing for me about this project is the very real possibility for implementation in the near-term. We have great expectations that this partnership between the Alcoa Foundation and SMART will help to identify effective solutions for being able to move that forward.

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