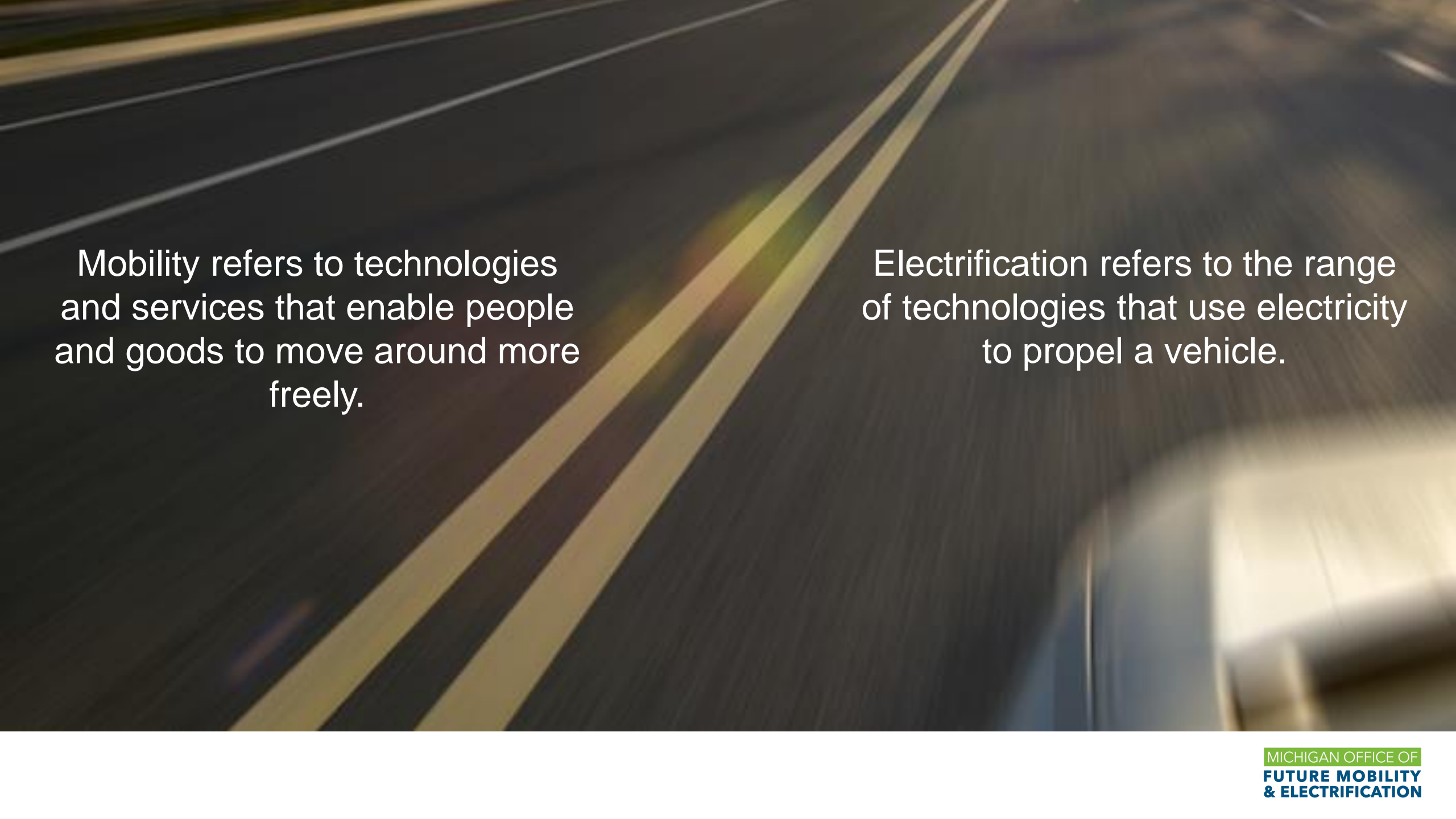




MICHIGAN OFFICE OF  
**FUTURE MOBILITY  
& ELECTRIFICATION**



# OFME Overview

A blurred photograph of a road with double yellow lines, suggesting motion and travel. The background is dark with streaks of light, creating a sense of speed and forward movement.

Mobility refers to technologies and services that enable people and goods to move around more freely.

Electrification refers to the range of technologies that use electricity to propel a vehicle.

A blue Chevrolet Bolt EV is parked at a charging station. The charging station is white and blue, with a screen displaying 'blue ENERGY' and 'POWERED BY DTE'. The background shows a modern building and trees under a clear blue sky.

At the end of 2019, a decade's worth of effort across state government had helped position Michigan as the global mobility leader.

To further support and solidify those efforts, Governor Whitmer created the Michigan Office of Future Mobility and Electrification (OFME) in February 2020.

OFME was designed to be both an air traffic controller, and a rocket booster, for all the good work already happening in mobility across the state.

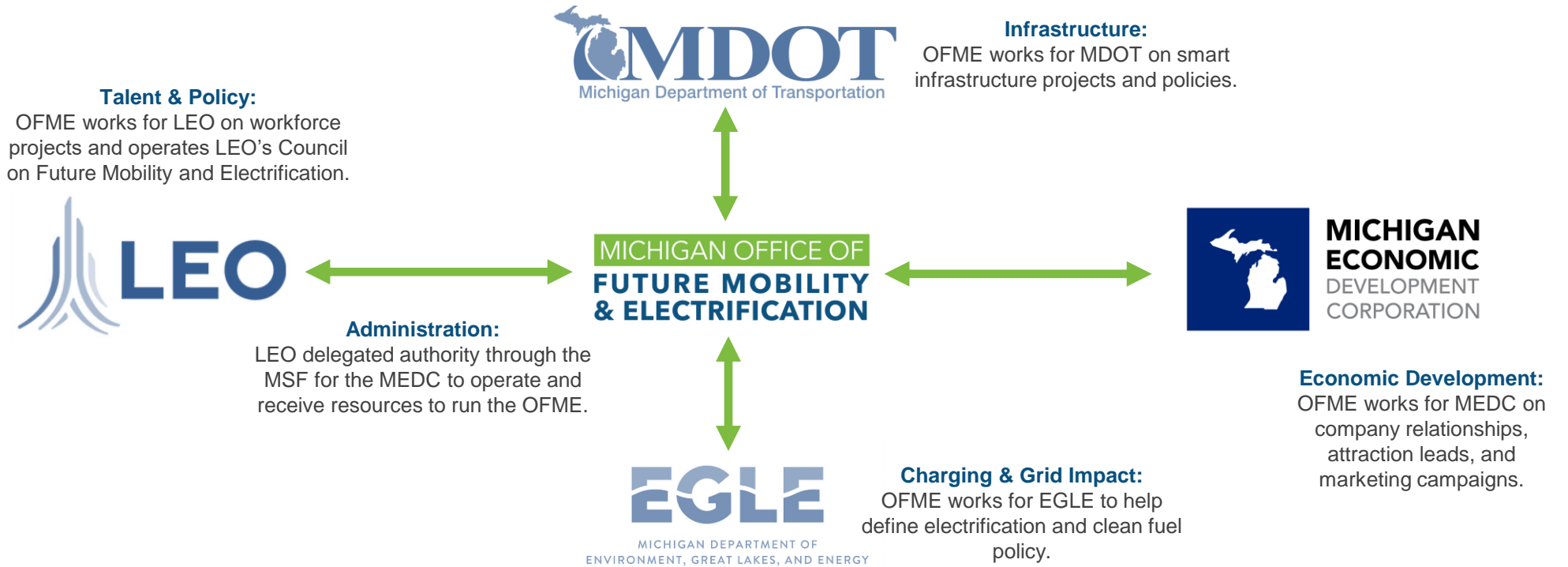
**Executive Directive 2020-1** from the Governor Whitmer charged the OFME with coordinating a statewide approach for future mobility and electrification that bolsters Michigan’s economy, workforce, environment, and infrastructure priorities. That is why OFME is nestled between the four departments responsible for these priorities, creating the “tools” and “extra hands” necessary to help these teams maintain mobility leadership.

**OFME Vision:**

A stronger state economy through safer, equitable, and environmentally-conscious transport for all Michigan residents.

**OFME Objectives:**

- Increase Mobility **Investment** in MI.
- Lead the World in Mobility and EV **Startups and R&D.**
- Expand MI’s Smart **Infrastructure.**
- Grow **EV Adoption** in MI.
- Further Enable MI’s Mobility **Workforce.**
- Bolster MI’s Mobility **Manufacturing** Core.



## Connectivity

Expand the networks of industry players and government partners.

- Over the past two years, OFME has made over **2,000** qualified introductions for **416** Michigan industry, university, and government partners.
- On average, OFME has made **4 introductions per business day** for Michigan stakeholders since October 2020.

## Partnership

Mine newly-expanded networks for partnership opportunities between the public and private sectors.

- OFME worked with MEDC, LEO, EGLE, MDOT, and EOG to generate **89 public-private partnerships** around the state. This comes to **3 per month since October 2020**.
- Deployments included rural **EV charging** solutions, **EV workforce training**, **drone deliveries** of food and medicine, **better transit** options, **grid resiliency** innovations, and AI for **safer traffic intersections**.

## Investment

Use new partnerships to develop projects that attract investors.

- Working with MEDC, LEO, MDOT, EGLE and EOG, OFME uncovered **nearly a half-billion (\$478,585,473)** to support future mobility projects in Michigan.
- On average, for every grant dollar OFME has awarded to deploy a new technology in a Michigan community, **\$3,500 has been provided by industry as match to sustain the deployment**.

## Innovation

Turn new investment into statement wins for Michigan.

- Deep collaboration between OFME, MEDC, LEO, MDOT, EGLE, and EOG to design the future of mobility has created **several dynamic firsts in only two years**.

OFME collaborations with MEDC, LEO, MDOT, EGLE, and EOG have averaged **one published article per business day** since October 2020. This amounts to over **500 local and national articles**.

**CBS NEWS**

A road in Detroit will charge an electric car while driving

**CAR AND DRIVER**

Michigan Will Build Out EV Charging Stations for Lake Michigan Road Trips

**FAST COMPANY**

Why e-bike maker Vela is ditching China for Detroit

**Forbes**

5 Reasons Michigan Has Become The "Silicon Valley Of Mobility Tech"



EV charging infrastructure proposed for 7 Michigan highways



Michigan plans to redesign a stretch of road for self-driving cars

**engadget**

Detroit lets automakers test smart parking technology in a real garage

**yahoo!finance**

Ford International Airport Launches FLITE to Develop, Introduce New High-Tech Air Travel Solutions

**The Detroit News**

Council recommends steps for Michigan to bolster mobility

**Detroit Free Press**

National Park Service partners with Michigan to provide equitable access to national parks



5 Midwestern governors agree to create a network to charge electric vehicles



Ontario and Michigan partner on cross-border drone study



Ford, Google are founding partners in Michigan Central Innovation District

**holland sentinel.com**

Whitmer helps launch EV charging stations at State Parks

**Automotive News**

Why FLO chose Michigan to build EV chargers

**MICHIGAN OFFICE OF  
FUTURE MOBILITY  
& ELECTRIFICATION**

Michigan's  
mobility sector  
has momentum.

## Under Governor Whitmer's Leadership, Michigan has:

- **Over 28,000 new jobs in the auto industry** and maintained Michigan's position as America's #1 automotive R&D and manufacturing state.
- Made the **largest education investment in state history** to prepare future generations of Michiganders for careers in mobility and EVs.
- Set Michigan on a **path to carbon neutrality by 2050**, which includes a worry-free, statewide electric vehicle charging network before 2030.
- Continued to fix Michigan's roads, while also **futureproofing with multiple American firsts** like the first AV vehicle corridor, and first wireless charging corridor for electric vehicles.
- Led national mobility policy conversations that included the creation of the **first 5-state compact in the Midwest to focus on EV adoption** and **7-state compact in the Midwest to focus on the development of a hydrogen economy**.



## Michigan's Biggest Mobility Challenges This Decade:

- Fierce **competition for new mobility jobs**.
- Fierce **competition for new R&D and risk capital** investment.
- **Transitioning Michigan's workforce** from traditional ICE skillsets to emerging AV and EV skillsets.
- **Transitioning Michigan's infrastructure and grid** from primarily serving ICE vehicles to also serving EVs and AVs.
- Ensuring that **state regulatory environments keep pace** with the domestic and global markets.
- As the lead source of emissions pollution, **decarbonizing the transportation sector** is key to fighting climate change.

But there are challenges ahead.

A futuristic white flying car with four rotors is shown in flight over a city at dusk. The car is sleek and aerodynamic, with a white body and blue accents. The city below is illuminated with lights, and the sky is a deep blue with some clouds. The overall scene is a digital rendering of a future urban mobility concept.

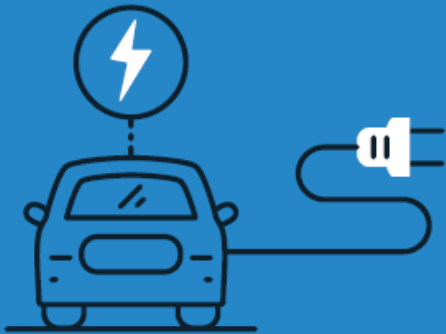
# MI Future Mobility Plan

To address these challenges, state leaders, with guidance from industry and academia, came together to construct the MI Future Mobility Plan.

- Executive Office of the Governor
- Michigan Office of Future Mobility and Electrification
- Michigan Council on Future Mobility and Electrification
- Michigan Department of Labor and Economic Opportunity
- Michigan Department of Environment, Great Lakes and Energy
- Michigan Department of Transportation
- Michigan Department of Natural Resources
- Michigan Department of Insurance and Financial Services
- Michigan Department of Treasury
- Michigan State Police
- Michigan Economic Development Corporation
- Michigan Public Service Commission

**Michigan's Vision for Mobility and Electrification:** Build a strong, vibrant economy through safer, more equitable and environmentally-conscious transportation for all people.

Transition and Grow  
Our Mobility Industry  
and Workforce



Provide Safer, Greener  
and More Accessible  
Transportation

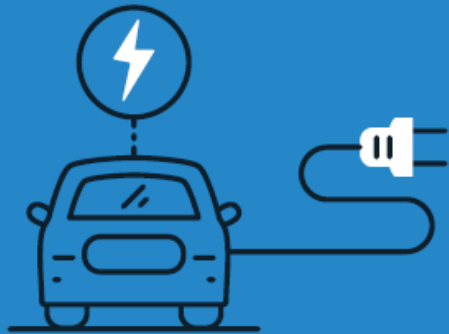


Lead the World in  
Mobility Policy and  
Innovation



**Michigan's Vision for Mobility and Electrification:** Build a strong, vibrant economy through safer, more equitable and environmentally-conscious transportation for all people.

### Transition and Grow Our Mobility Industry and Workforce



- Create 20K new jobs by 2026 while increasing the median wage of mobility sector jobs.
- Add 7K workers with mobility credentials by 2030 — while increasing diversity in the sector's workforce.
- Ensure Michigan maintains a resilient automotive manufacturing sector that supports at least 170K jobs through 2030.

**Detroit Free Press**

**GM to invest historic \$7 billion in 4 facilities across Michigan, creating 4,000 jobs**



An architectural rendering of a modern campus. On the left is a tall, multi-story building with a grid of windows. To the right and in the foreground are landscaped grounds with trees, a circular blue structure, and a red path. A road with a car is visible on the far right.

Ford, Google, State of Michigan, and City of Detroit investing over \$850 million in a 1.2 million-square-foot campus focused on mobility innovation and startups.



# Ford, Google are founding partners in Michigan Central Innovation District

## Michigan's Vision for Mobility and Electrification: Build a strong, vibrant economy through safer, more equitable and environmentally-conscious transportation for all people.

### Provide Safer, Greener and More Accessible Transportation



- By 2030, deploy 100K EV chargers to support 2M EVs and improve access to hydrogen infrastructure.
- Maintain at least 80% of EV charging off-peak to minimize impacts on the grid.
- Reduce congestion and traffic crash rates statewide by 2026.
- Provide residents with consistent access to mobility-as-a-service options across Michigan's 77 transit agencies by 2025.



A photograph of Joe Biden speaking at a podium during the Detroit Auto Show. He is wearing a blue suit and holding a microphone. The background features a large American flag and a sign that reads "A FUTURE MADE IN AMERICA".

**yahoo!finance**

## **Biden touts EV leadership, approves \$900 million for charger spending at Detroit Auto Show**

“We’re approving funding for the first 35 states, including Michigan, to build their own electric charging infrastructure throughout their state, and you all are going to be part of a network of 500,000 charging stations,” Biden said.

A FUTURE  
**MADE IN  
AMERICA**



Mobility

## Ford-backed Cavue seeks to rewire I-94 for self-driving cars

By: Nick Manes

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**Michigan's Vision for Mobility and Electrification:** Build a strong, vibrant economy through safer, more equitable and environmentally-conscious transportation for all people.

Lead the World in  
Mobility Policy and  
Innovation



- Maintain #1 state ranking for mobility and electrification R&D spend.
- Become a top 10 state for growth in venture capital funding by 2026.
- Become a top 10 state for federal investments related to mobility and vehicle electrification.
- Lead the nation in electric and automated vehicle friendliness through responsive policies.



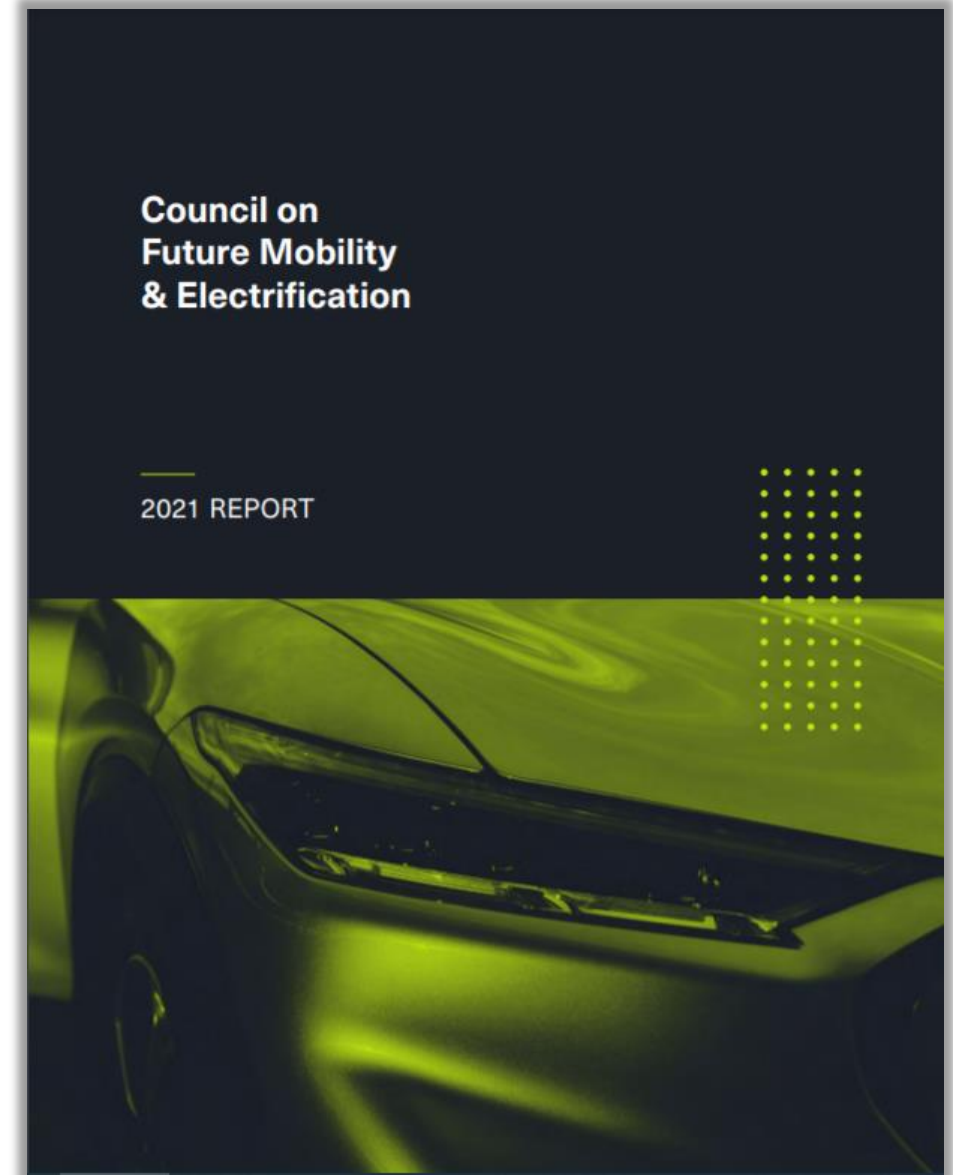
# AXIOS

This parking garage is a high-tech research lab

Detroit  
Smart  
Parking  
Lab

# Council on Future Mobility & Electrification

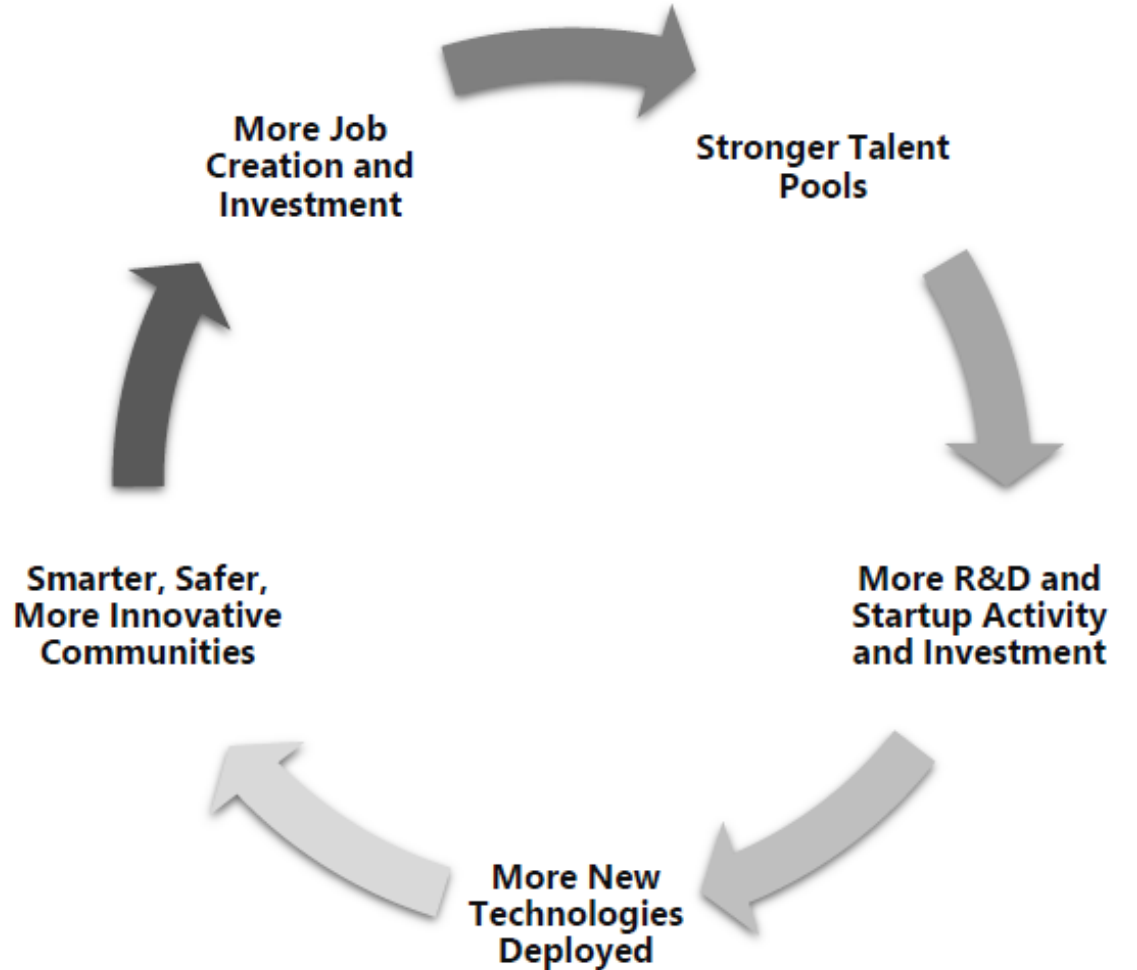
Public Members	Private and University Members
State Dept – Labor (LEO)	University of Michigan
State Dept – Transportation (MDOT)	Michigan State University
State Dept – Environment (EGLE)	United Auto Workers
State Dept – Energy (MPSC)	Ford
State Dept – Insurance (DIFS)	General Motors
State Dept – Police (MSP)	Stellantis
State Dept – Investments (Treasury)	Toyota
Senate Majority and Minority	Rivian
Legislators	Waymo
Clean Fuels Michigan	





# Implementation Approach:

Our approach is to launch and grow programs that create the right set of conditions for economic and community development






# Mobility Futures Initiative

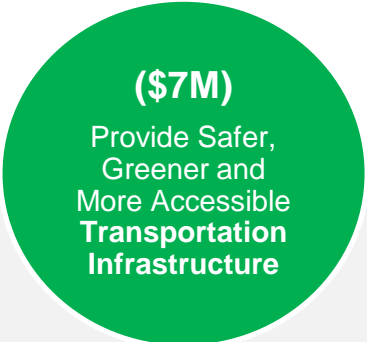
To jumpstart the goals outlined in the state’s mobility strategy, the Mobility Futures Initiative will leverage \$25M in the supplemental FY22 state budget to seed the launch of several transformational projects related to the future of transportation.

This will be a multi-agency effort that breaks down silos and increases efficiency. OFME will manage these funds and projects with guidance provided by the Governor’s Office, Legislature, Council on Future Mobility and Electrification, LEO, MEDC, MDOT, EGLE and MPSC.




**(\$15M)**  
Transition and  
Grow Our  
Mobility  
Industry and  
Workforce

Initiatives in this section focus on futureproofing Michigan’s existing workforce and creating the right conditions to accelerate the flow of private investment into Michigan from mobility companies.



**(\$7M)**  
Provide Safer,  
Greener and  
More Accessible  
Transportation  
Infrastructure

Initiatives in this section will focus on alleviating mobility barriers at a community-level by deploying autonomous, connected, and shared technologies. This also includes EV adoption and charging infrastructure rollout.



**(\$3M)**  
Lead the World  
in Mobility and  
Electrification  
Policy and  
Innovation

Initiatives in this section will focus on reaffirming Michigan’s position as a global hub for transportation innovation. This includes attracting mobility startups to Michigan and supporting supply chain innovation.



## Workforce Transition Focus (\$13M)

- **Michigan EV Jobs Academy (\$4M):** Scale to a statewide platform that grows the state's current EV-focused workforce and catalyzes the next generation of EV engineering talent by leveraging existing state assets in new ways.
- **Michigan Charging Infrastructure Academy (\$4M):** Augment the EV Jobs Academy with a version that focuses on charging infrastructure. Especially as Michigan becomes a destination for new charging infrastructure manufacturing and R&D. Partner to be determined.
- **Electric Vehicle Transformation Impact Program (EVTIP) (\$5M):** Provide analysis and transition strategy resources to communities affected by the closure of ICE employers because of EVs. This program is modeled after Treasury's Energy Transition Impact Program (ETIP).

## High-Tech Talent Focus (\$2M)

- **Michigan High-Tech Talent Pipeline Program (\$2M):** Work with MICHauto to launch a pilot project with Kettering University and Michigan Technical University to engage, track, guide, and retain students in statewide high school FIRST Robotics, Square One Network, and VEX programs in order to develop and retain the state's own high-tech talent pipeline.

## Smarter Transportation Infrastructure (\$2.5M)

- **Michigan Mobility Funding Platform (\$2.5M):** Scale to address more complex urban and rural mobility and safety challenges around the state by leveraging new technologies. And help more companies get connected to Michigan test sites to validate tech before public deployment.

## Greener Transportation Infrastructure (\$2M)

- **Truck Stop of the Future (\$2M):** A real-world prototype to test new EV charging technologies related to moving goods via long-haul, middle-mile, or last-mile routes. This positions Michigan as ground zero for companies seeking to build the future of clean freight and ground delivery.

## More Accessible Transportation Infrastructure (\$2.5M)

- **Michigan Mobility Wallet Program (\$2M):** Pilot an electronic or card-based payment tool for public and private shared transportation services. This tool would provide users with access to rides, passes, best fares, and/or personalized credits. The goal is to make trip payment easier and more seamless across a range of mobility options.
- **National Park Service Partnership (\$500K):** Leverage Michigan's NPS assets to pilot new mobility technologies meant to improve EV capability, congestion, and visitor accessibility. This includes solving mobility and electrification challenges in surrounding NPS communities.

## Local Coordination (\$1M)

- **Mobility Policy Research and Programming (\$500K):** Relaunch CAV Working Group and EV Working Groups that were paused due to the pandemic. Enlist research support in developing CFME Annual Report.
- **Mobility Startup and Investor Programming (\$500K):** Develop strategic programming and partnerships that focus on mobility audiences driving and funding innovation. This includes pulling local mobility innovators together post-pandemic to re-establish a tighter-knit community that has been pivotal to driving deal flow and company creation in places like Austin, Boston, and Silicon Valley.

## Global Coordination (\$2M)

- **Pilot Battery Alliance (First with Ontario) (\$2M):** Catalyze cross-border innovation related to the EV and battery supply chain for Michigan and Ontario. Both sides will commit an equal amount to seed projects and collaboration around testing, research exchange between universities, and pilots between cross-border entities (e.g., corporates and startups) leading to commercial partnership.

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*Thank you!*

[www.michiganbusiness.org/ofme](http://www.michiganbusiness.org/ofme)