



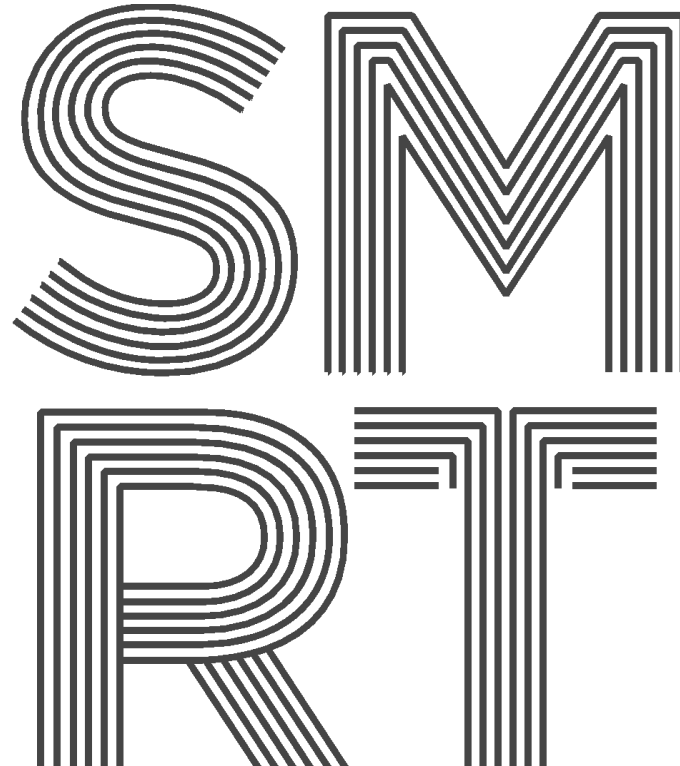
Innovation as the Great Equalizer

Brandi Braun

Empowering People to Live Their Best Lives

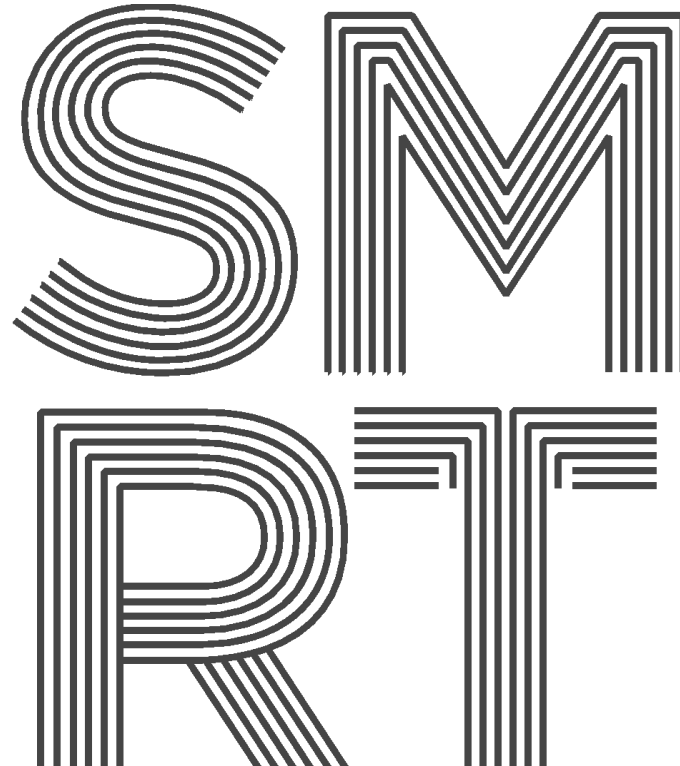
5 Points

1. We have an opportunity
2. It will take an ecosystem
3. Rooted in values
4. There is no quick fix; learning journey
5. We all have a role to play



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**\$40 MILLION
\$10 MILLION**

78 APPLIED • COLUMBUS WON



**SMART CITY
CHALLENGE**

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR



**“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.



MISSION

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

SM RT COLUMBUS

OPERATING SYSTEM

ENABLING TECHNOLOGIES

- CONNECTED VEHICLE ENVIRONMENT

ENHANCED HUMAN SERVICES

- MULTIMODAL TRIP PLANNING/
COMMON PAYMENT SYSTEM
- SMART MOBILITY HUBS
- MOBILITY ASSISTANCE
- PRENATAL TRIP ASSISTANCE
- EVENT PARKING MANAGEMENT

EMERGING TECHNOLOGIES

- CONNECTED ELECTRIC
AUTONOMOUS VEHICLES
- TRUCK PLATOONING



OPERATING SYSTEM

DATA STORAGE & CURATION



PUBLISH

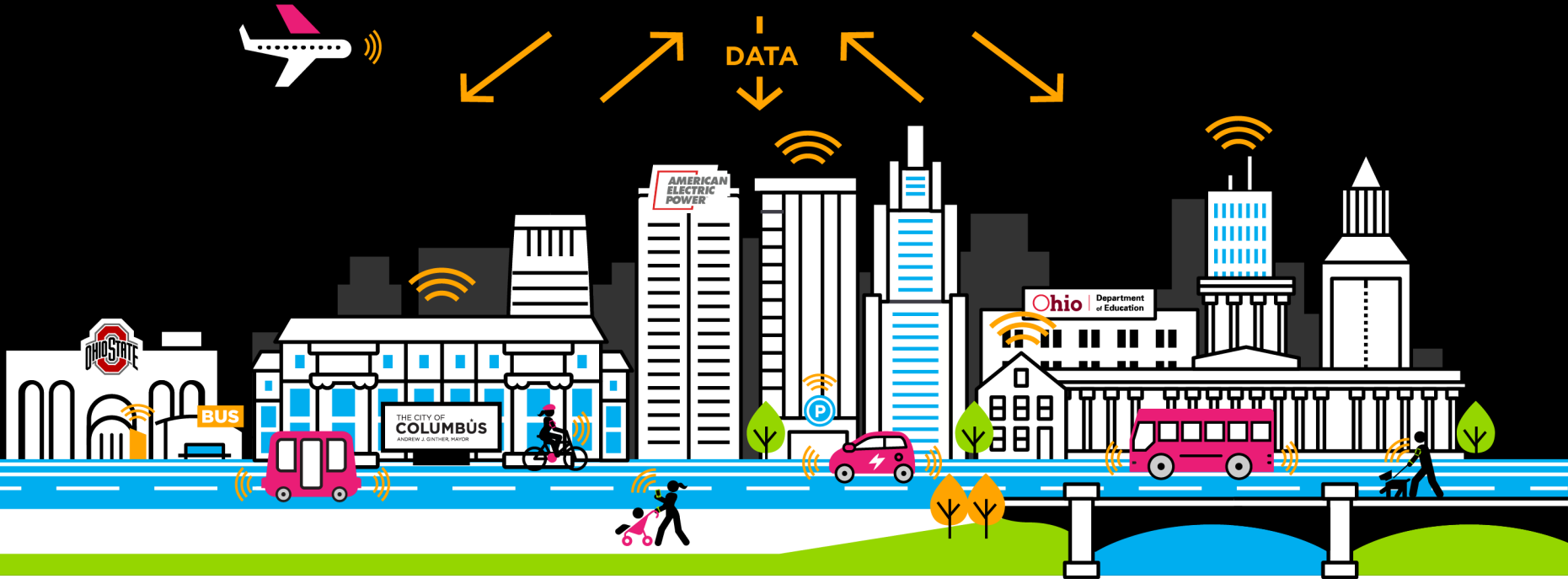
AGGREGATE

CONSUME

FUSE

VISUALIZE

DATA



MULTIMODAL TRIP PLANNING/ COMMON PAYMENT SYSTEM



Plan and
select multiple
types of travel



Find the
least costly
way to get
somewhere



Save favorite
and/or
preferred
types of travel



Find the
quickest
way to get
somewhere



Determine
how much
walking
is involved



Find the route
that is most
friendly to the
environment



Save my
payment
information
in the app
for future use



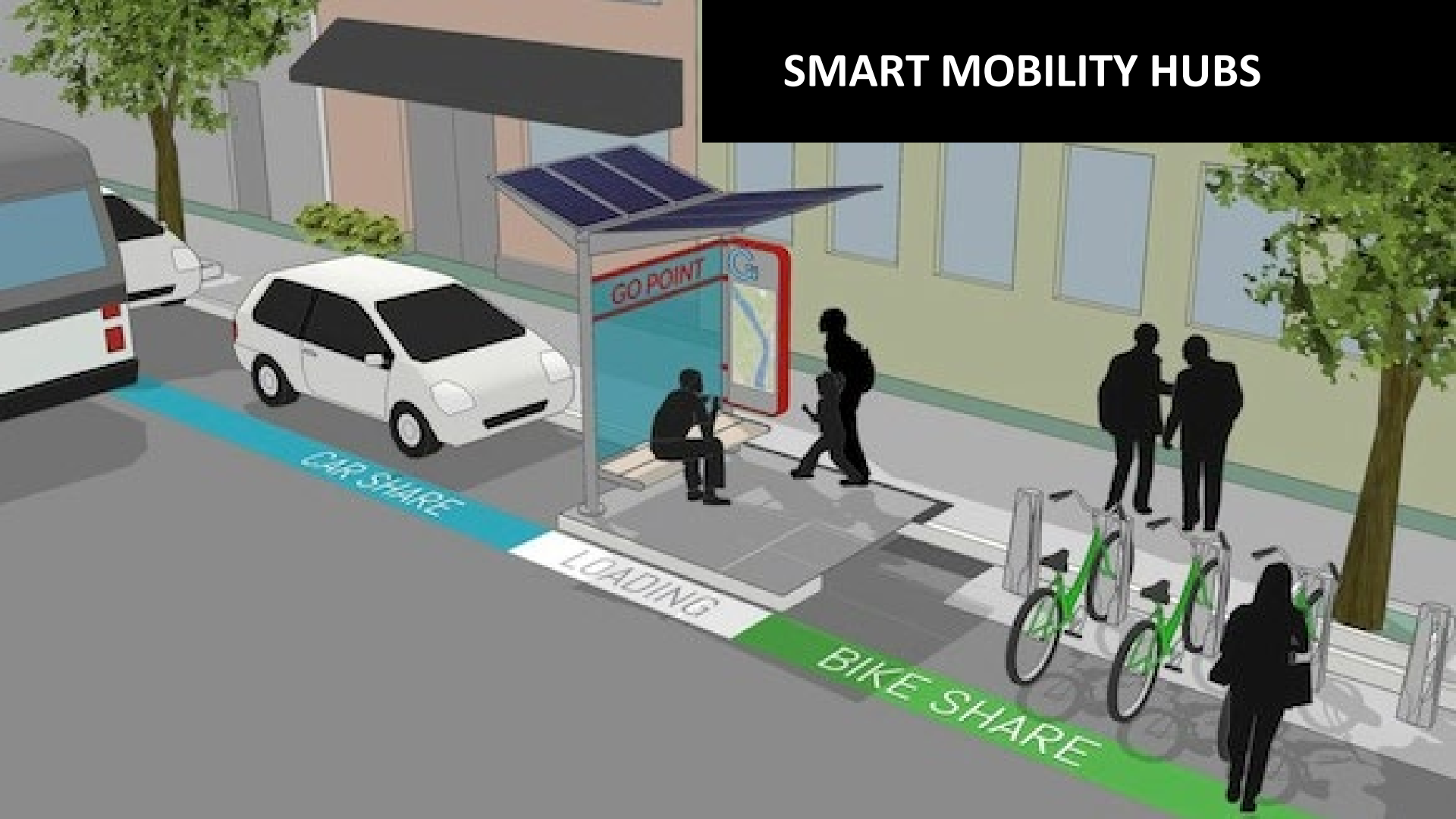
Find ADA
accessible
routes



Find family
friendly
routes

MAKE PAYMENT

SMART MOBILITY HUBS



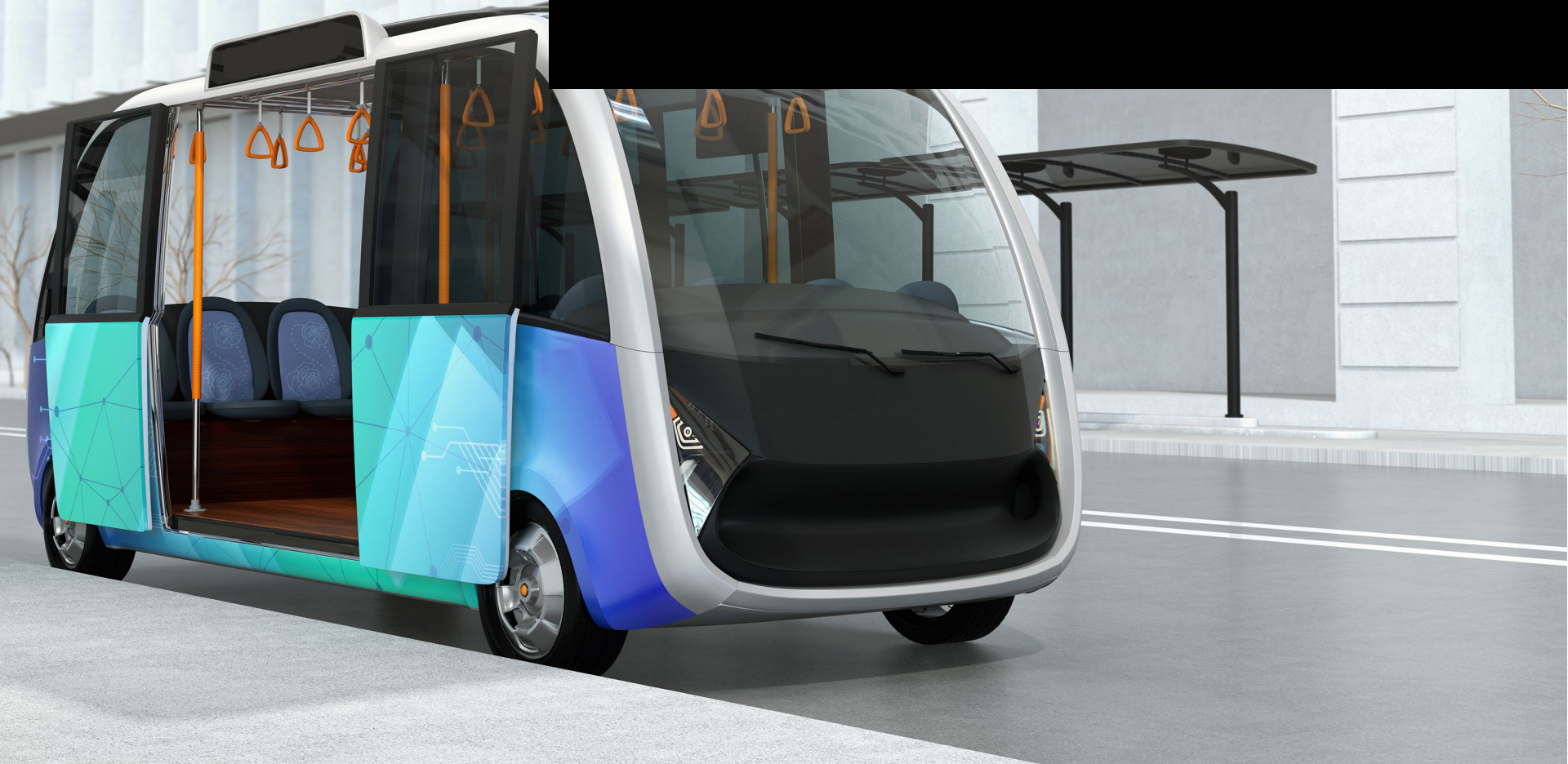
MOBILITY ASSISTANCE



PRENATAL TRIP ASSISTANCE

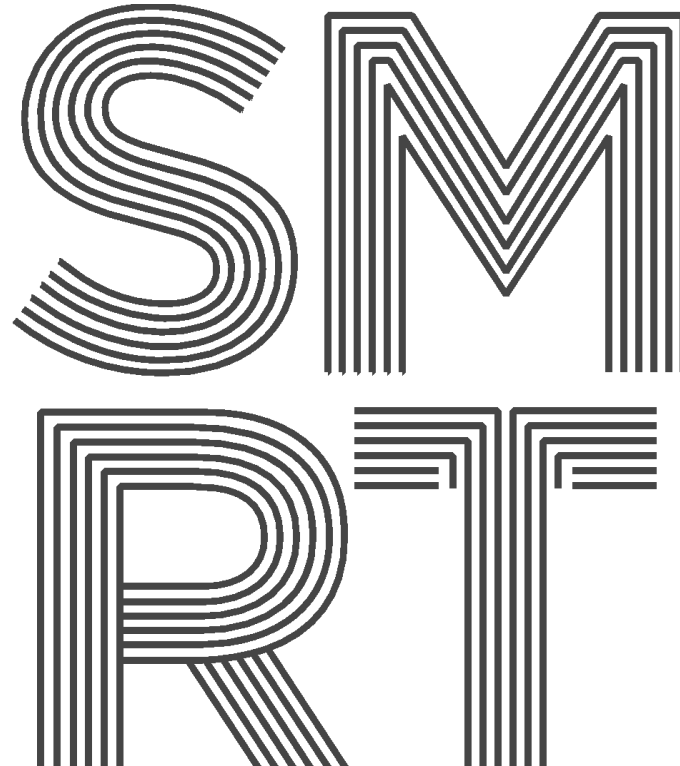


SELF DRIVING VEHICLES



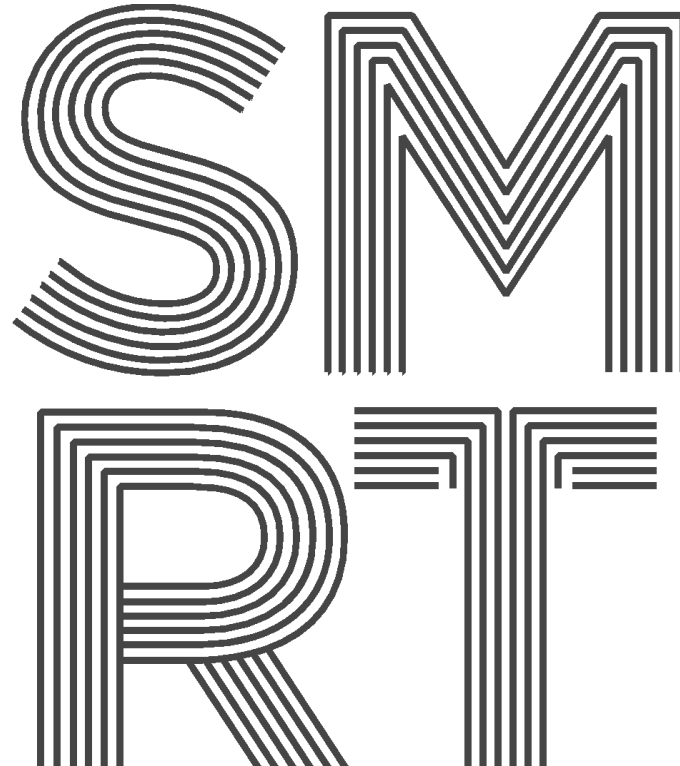
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Office of Innovation

1. Government – 2020 version
2. Efficiency and Effectiveness
3. Digital Inclusion



SIGN UP FOR OUR E-NEWSLETTER

Contact:

SmartColumbus@columbus.gov

LEARN MORE



[@brandijobraun](#)

[@BJBraun@Columbus.gov](mailto:BJBraun@Columbus.gov)

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