Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture.

annarborusa.org
Ann Arbor, Michigan

Ann Arbor’s automotive technology and mobility sector has always been strong and in the past seven years, the automated and connected vehicle technology industry has experienced rapid growth. Today the sector includes 200+ firms and employs 20,000+ people.

**Population**
- 372,258 Washtenaw County
- 123,851 City of Ann Arbor
- 1,187,917 within a 30-min commute

**Median Age**
- 33.6 Washtenaw County
- 27.5 City of Ann Arbor
- 39.8 Michigan
- 38.5 U.S.

**Median Household Income**
- $73,492 Washtenaw County

**Education Level: Bachelor’s Degree or Higher**
- 55.8% Washtenaw County
- 32.1% U.S.

**Rankings**
- #1 Most Educated Cities in America, 2021
- #1 Best College Towns & Cities, 2021
- #2 Top Places to Live, 2021
- #2 Up & Coming Small Cities Close to Major Metros, 2020
- #2 Cities with Best Public Schools, 2021
- #2 Top Places to Work from Home, 2021


The Detroit metropolitan statistical area is a world center for automotive headquarters, operations, research, design, and manufacturing. The headquarters of Ford Motor Company, General Motors, and Chrysler are within 60 miles of Ann Arbor.

Toyota, Hyundai, Honda, Subaru, Mercedes, and Mitsubishi all have an Ann Arbor presence. Ann Arbor is where business intersects with advanced research, out-of-the-box thinkers, abundant financial resources, a vibrant economic development initiative, and an immense talent pool.
One way to reflect on a regional economy is to check out the top employers and their industries, including public and private organizations. Here’s the latest list identifying the top employers in Washtenaw and Livingston counties compiled by Ann Arbor SPARK.

### TOP REGIONAL EMPLOYERS

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Description</th>
<th>City</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Michigan</td>
<td>Public university and health system</td>
<td>Ann Arbor</td>
<td>34,300</td>
</tr>
<tr>
<td>General Motors Milford Proving Grounds</td>
<td>OEM research</td>
<td>Milford</td>
<td>5,500</td>
</tr>
<tr>
<td>Ann Arbor Public Schools</td>
<td>Public school district</td>
<td>Ann Arbor</td>
<td>2,500</td>
</tr>
<tr>
<td>Toyota Technical Center (2 locations)</td>
<td>OEM research</td>
<td>Ann Arbor, Saline</td>
<td>2,200</td>
</tr>
<tr>
<td>Faurecia North America</td>
<td>Automotive component manufacturing</td>
<td>Saline</td>
<td>1,800</td>
</tr>
<tr>
<td>IHA Health Services Corp.</td>
<td>Healthcare system</td>
<td>Ann Arbor</td>
<td>1,600</td>
</tr>
<tr>
<td>Eastern Michigan University</td>
<td>Public university</td>
<td>Ypsilanti</td>
<td>1,300</td>
</tr>
<tr>
<td>Washtenaw County</td>
<td>Government</td>
<td>Ann Arbor</td>
<td>1,300</td>
</tr>
<tr>
<td>Thomson Reuters</td>
<td>Software/IT</td>
<td>Ann Arbor</td>
<td>1,000</td>
</tr>
<tr>
<td>Terumo Cardiovascular Group</td>
<td>Surgical &amp; medical instruments, cardiovascular</td>
<td>Ann Arbor</td>
<td>700</td>
</tr>
<tr>
<td>Domino's Pizza</td>
<td>Headquarters</td>
<td>Ann Arbor</td>
<td>1,000</td>
</tr>
<tr>
<td>Thai Summit America Corporation</td>
<td>Automotive component manufacturing</td>
<td>Howell</td>
<td>800</td>
</tr>
<tr>
<td>Grupo Antolin Interiors</td>
<td>Automotive component manufacturing</td>
<td>Howell</td>
<td>700</td>
</tr>
<tr>
<td>City of Ann Arbor</td>
<td>Government</td>
<td>Ann Arbor</td>
<td>700</td>
</tr>
<tr>
<td>IBM Watson Health</td>
<td>Data and information</td>
<td>Ann Arbor</td>
<td>700</td>
</tr>
<tr>
<td>Zingerman’s Family of Businesses</td>
<td>Food production</td>
<td>Ann Arbor</td>
<td>700</td>
</tr>
<tr>
<td>FCA US Proving Grounds</td>
<td>OEM research</td>
<td>Chelsea</td>
<td>600</td>
</tr>
<tr>
<td>Ford Motor Company - Rawsonville</td>
<td>Automotive component manufacturing</td>
<td>Ypsilanti</td>
<td>600</td>
</tr>
<tr>
<td>Corrigan Oil Company</td>
<td>Oil &amp; gas</td>
<td>Brighton</td>
<td>675</td>
</tr>
<tr>
<td>Citizens Insurance</td>
<td>Insurance services</td>
<td>Howell</td>
<td>700</td>
</tr>
<tr>
<td>Ypsilanti Community Schools</td>
<td>Public school district</td>
<td>Ypsilanti</td>
<td>600</td>
</tr>
<tr>
<td>Howell Public School District</td>
<td>Public school district</td>
<td>Howell</td>
<td>600</td>
</tr>
<tr>
<td>Brighton Area Schools</td>
<td>Public school district</td>
<td>Brighton</td>
<td>600</td>
</tr>
<tr>
<td>Livingston Educational Service Agency</td>
<td>School services agency</td>
<td>Howell</td>
<td>500</td>
</tr>
<tr>
<td>ProQuest</td>
<td>Data and information</td>
<td>Ann Arbor</td>
<td>600</td>
</tr>
</tbody>
</table>

[View the list online here](#)
Regional Mobility Companies

The Ann Arbor region has a strong automotive industry sector. The largest sectors are those related to component manufacturing and research. Southeast Michigan is the country’s center of automotive research. The state employs 1,176,924 people in the automotive industry, twice as many as second place Ohio. Michigan is also the number one state for automotive R&D spending at $11.8 billion annually.

**SAMPLE OF ANN ARBOR MOBILITY COMPANIES**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Description</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accenture Industry X.0 (at the Forge)</td>
<td>Embedded systems software</td>
<td>3+</td>
</tr>
<tr>
<td>AGC Automotive Americas R &amp; D, Inc</td>
<td>Automotive component R&amp;D</td>
<td>40+</td>
</tr>
<tr>
<td>AVL Ann Arbor Technical Center</td>
<td>Automotive engineering and testing</td>
<td>60+</td>
</tr>
<tr>
<td>Condat Corporation</td>
<td>Automotive component manufacturer</td>
<td>50+</td>
</tr>
<tr>
<td>EAVX (Unit of JB Poindexter enterprise)</td>
<td>Chassis Solutions for EV and alternative fuel fleet</td>
<td>10+</td>
</tr>
<tr>
<td>Faurecia Interior Systems</td>
<td>Automotive component manufacturer</td>
<td>1,820+</td>
</tr>
<tr>
<td>Ford Motor Company (Rawsonville) + FordLabs</td>
<td>Automotive component manufacturer + Connected vehicle research</td>
<td>755+</td>
</tr>
<tr>
<td>FreightRoll LLC</td>
<td>Freight marketplace</td>
<td>5+</td>
</tr>
<tr>
<td>Honda Research Institute</td>
<td>Mobility Innovation, Collaboration and Prototyping</td>
<td>5+</td>
</tr>
<tr>
<td>Hyundai America Technical Center</td>
<td>Automotive Research and development</td>
<td>250+</td>
</tr>
<tr>
<td>KLA Corporation</td>
<td>Automotive component manufacturer</td>
<td>400+</td>
</tr>
<tr>
<td>Lear Corporation</td>
<td>Automotive component design</td>
<td>10+</td>
</tr>
<tr>
<td>Martinrea</td>
<td>Automotive component manufacturer</td>
<td>520+</td>
</tr>
<tr>
<td>May Mobility</td>
<td>Autonomous vehicle development and operations</td>
<td>175+</td>
</tr>
<tr>
<td>Mercedes-Benz Emissions Test Lab</td>
<td>Automotive emissions testing</td>
<td>40+</td>
</tr>
<tr>
<td>Mitsubishi Motors R&amp;D</td>
<td>Automotive design and engineering</td>
<td>28+</td>
</tr>
<tr>
<td>Navitas Advanced Solutions Group</td>
<td>Manufacturer of energy storage solutions</td>
<td>200+</td>
</tr>
<tr>
<td>Navya Technology</td>
<td>Autonomous shuttle design and assembly</td>
<td>15+</td>
</tr>
<tr>
<td>New Eagle</td>
<td>Mechatronics controls software</td>
<td>60+</td>
</tr>
<tr>
<td>Nimbus</td>
<td>Electric autocycle design and assembly</td>
<td>12+</td>
</tr>
<tr>
<td>Nostrum High Performance Inc.</td>
<td>Combustion cycle and injection technology</td>
<td>30+</td>
</tr>
<tr>
<td>Phoenix Contact</td>
<td>PC-based controls software</td>
<td>50+</td>
</tr>
<tr>
<td>Quantum Signal AI</td>
<td>Intelligence sensing and data analysis</td>
<td>40+</td>
</tr>
<tr>
<td>SimuQuest</td>
<td>Embedded systems software</td>
<td>10+</td>
</tr>
<tr>
<td>SkySpecs</td>
<td>Autonomous aerial vehicle software</td>
<td>175+</td>
</tr>
<tr>
<td>Toyota Technical Center (Ann Arbor + York Township) + Toyota Research Institute</td>
<td>Automotive Research and Development</td>
<td>2,310+</td>
</tr>
</tbody>
</table>
University Mobility Programs

The University of Michigan has many centers, facilities, labs, programs, and courses dedicated to advancing new mobility research, deployment, and talent creation. A few of these have been highlighted below.

CENTERS & FACILITIES

**Mcity** is a 32-acre controlled environment designed to research and test real-world urban and suburban driving conditions for autonomous and connected vehicles.

**UMTRI** is one of the largest research institutes at U-M in terms of research expenditures, at $20 million annually. The institute has conducted over 1,000 research projects and collected hundreds of terabytes of data to advance safe, equitable, and efficient transportation and mobility.

**UM Ford Center for Autonomous Vehicles (FCAV)** is working to accelerate autonomous vehicle research and explore the future of driving through safer and more capable vehicles. They are researching perception, control, and planning for level-4 self-driving cars.

LABS, PROGRAMS, & COURSES

**TechLab at Mcity** is a Company-in-Residence program that pairs select early-stage advanced mobility companies in the connected and autonomous vehicle space with elite university students to work on company-sponsored technical projects.

**The Urban Collaboratory** brings together faculty and students in collaboration with city leaders and residents to identify and address emerging challenges in 21st-century urban centers.

**Michigan Traffic Crash Facts program** (MTCF) website provides publications with crash data statistics dating back to 1952. The Data Query Tool, which allows users to perform advanced data searches over specific elements.

**Michigan Robotics** is a collaborative community of roboticists working together to accelerate socially beneficial advances in robotics.

The **AI Lab** at U-M is a vibrant research group that includes faculty, research scientists, graduate students, and postdoctoral fellows working in AI.

**Foundation of Mobility Course**: Expert faculty from six different colleges across the University of Michigan provide the knowledge, skills, and problem-solving techniques required to address today’s complex transportation challenges.
Additional Educational Centers

CENTERS & FACILITIES

**Washtenaw Community College**

Washtenaw Community College’s [Advanced Transportation Center](#) combines advanced manufacturing and information technology to develop the skills and competencies required to meet the needs of area employers. Specific programs on Intelligent Transport Systems, Advanced Manufacturing, Automotive Service and more.

**Eastern Michigan University (EMU)**

EMU has multiple programs focused on transportation like Aviation Flight Technology, Information Assurance & Cyber Defense, Supply Chain Management, Transportation Planning and Modeling, and more.

City and State Programs and Resources

**The Office of Future Mobility and Electrification (OFME)**

OFME works across state government, academia, and private industry to enhance Michigan’s mobility ecosystem, including developing dynamic mobility and electrification policies and supporting the startup and scale up of emerging technologies and businesses.

**The Michigan Small Business Development Center**

This center offers expert assistance at no cost to entrepreneurs looking to start or grow a business. They have a Mobility lead on staff as well.

**Michigan Translational Research and Commercialization (MTRAC) Innovation Hub for Advanced Transportation**

This is a statewide program that funds projects which commercialize university research into products or services that shape the future of transportation technology or address poorly met needs.

**Michigan Venture Capital Association (MVCA)**

MVCA puts out an annual report on venture capital and angel activity in Michigan and also provides assistance connecting companies to capital.

**The City of Ann Arbor A2Zero Plan**

This plan charts a path for how the entire Ann Arbor community could achieve carbon neutrality by the year 2030.
The American Center for Mobility (ACM) is located at Willow Run in Ypsilanti and features the infrastructure needed to test advanced mobility solutions that could cut traffic fatalities by 80 – 90%. Each year, 35,000 people die in traffic accidents in the U.S. alone. ACM is a U.S. Department of Transportation designated site as a proving ground for connected and automated vehicle technology and enables:

- Development, testing, and validation of revolutionary mobility technologies
- Acceleration of technical standards
- Coordination of education and training resources
- Flexible usage options in eight environments: Highway Loop, Urban Area, Suburban Residential, Off Road, Rural Area, Suburban Commercial, Vehicle Dynamics Area and Campus Area

With more than 500 acres of infrastructure, ACM is uniquely positioned to accommodate the broad needs of industry and government. ACM delivers an incredible range of capabilities:

- Testing of vehicles, roads, and communication systems
- Double overpasses
- A highway speed test loop
- Closed tunnel
- Simulation of virtually any driving condition - snow, sun, rain, sleet

Ann Arbor SPARK supports the businesses engaged with ACM with:

- Site selection
- Connections to innovation resources at the state and local level incentives
- Talent development and acquisition strategies
Ann Arbor Mobility Projects

Ann Arbor SPARK is currently involved in the following initiatives to further the mobility technology industry in the region:

**Ford’s City Insight platform:** In 2019, Ann Arbor served as a living laboratory for Ford Motor Company’s new City Insights platform. The concept was to see if a single platform could help city officials improve mobility outcomes using dynamic metrics such as parking, transit, traffic, safety, and census data. Ann Arbor SPARK aided in brokering partnerships between Ford and the public sector partners who held the data (city government and transit authorities) and acted as a grant administrator and project manager through the duration of the project.

**Transatlantic Automated Driving Alliance** is a program between AMZ Saxony and Ann Arbor SPARK to further R&D and technology projects between Michigan and German companies. In 2021, the autonomous sweeper project was launched under the TADA Program.

**AARP’s Rider 50+ Platform for Washtenaw County:** Feonix – Mobility Rising operates the platform which helps source and book rides from local providers for seniors, people with disability and the wider community.

**Mobility Pilots: Innovative startups**
Ann Arbor SPARK has facilitated conversations and helped leverage grants to advance pilot developments between startups, industry, academia and public sector:
Ann Arbor Mobility Projects

The Ann Arbor Connected Vehicle Test Environment
Local, state, and national partners have transformed Ann Arbor into a real-world testing environment for advanced mobility infrastructure. The Ann Arbor Connected Vehicle Test Environment is the largest operational real-world deployment of connected vehicles and connected vehicle infrastructure in the world, spanning a full twenty-seven square miles across the city of Ann Arbor. Over 2,500 connected vehicles have been outfitted with state-of-the-art technology. The Federal Highway Administration recently awarded $9.95 million to the University of Michigan Transportation Research Institute to install twenty "smart intersections" to test how sensors can alert connected vehicles to obstacles hidden from the view of drivers.

World Economic Forum grant for connecting Ann Arbor, Detroit and Windsor
In 2018, The World Economic Forum in partnership with Deloitte collaborated with Detroit, and Ann Arbor in the US and Windsor in Canada to pilot the principles of a seamless integrated mobility system to improve the lives of the region’s citizens. The Forum provided a global platform to the cities as they developed transport initiatives aimed at issues of affordability, economic growth, efficiency, and innovation and sustainability across the region.

The Michigan Connected Corridor is a public-private initiative to develop a first-of-its-kind corridor of connected roadways between Ann Arbor and Detroit. Launched in 2020, the project will provide critical information on the infrastructure needed to support connected and autonomous vehicles. Partners include Cavnue, MDOT, OFME, MEDC, LEO, and industry and local project partners.
Company Snapshot

Homegrown Mobility Company Scales Nationally and Attracts Funding to the Ann Arbor Region

Founded in Ann Arbor, May Mobility develops the full-stack software solution for Level-5 autonomous driving. It operates fleets of autonomous shuttles running its own self-driving software for central business districts, campuses, and residential communities.

In 2021, May Mobility announced A2GO, a new on-demand autonomous vehicle shuttle service available free to the public in Ann Arbor. This one-year pilot is supported by a partnership between Important Safety Technologies, 4M, Michigan’s Office of Future Mobility and Electrification, University of Michigan Mcity, and Ann Arbor SPARK. This will be May Mobility’s eighth deployment around the globe.

The story of May Mobility provides great insight into the resources that Ann Arbor SPARK provides startups and how Ann Arbor is a great place to launch a mobility company. May Mobility CEO Edwin Olson and the CTO approached SPARK in early 2017 looking for help finding temporary office space. The startup, while young, had a decade of experience prior to its official formation, thanks to a team who had been working on autonomous tech since the third DARPA Grand Challenge in 2007.

Today, the company has raised $170M in funding with the latest round being in 2022. SPARK has worked with May Mobility to help the company grow and tap into the ecosystem in Ann Arbor. It has grown from 12 employees to now more than 160 in Michigan.

SPARK Programs Utilized by May Mobility

- A2 Tech Trek
- Ann Arbor Tech Homecoming
- SPARK Talent Portal
- $700,000 Michigan Business Development Program Grant
- Ann Arbor Tech Talent Compensation Survey
- Real Estate and Site Selection Support Services
- Key introductions in the community (education institutions, local government, etc.)
- SPARK Business Accelerator Grant to support its marketing efforts
- Brand Exposure through participating at SPARK-sponsored SXSW event in Austin, Texas
- Talent recruitment support via marketing initiatives and video production
- Industry and ecosystem connections
- Pilot Project grants
Ann Arbor Region Mobility Deployment Interactive Map

This interactive map displays over 50 mobility testing and deployments in the Ann Arbor area between 2017 - 2021. For community stakeholders, this map represents a phenomenal window into the multitude and variety of mobility projects unfolding in the Ann Arbor area in the last five years alone. For companies interested in testing or deploying their mobility tech, this map provides an outstanding sample of the types of projects the Ann Arbor region can enhance and facilitate.

a2spark.org/AAMM
The consistent, long-term growth of Toyota is proof positive that Ann Arbor has the talent, infrastructure, and commitment to grow a global powerhouse. Since 2006, the company has invested more than $300 million and created 600 new jobs in the region. In 2014, Toyota announced several expansions here, including the consolidation of its powertrain operations to its Ann Arbor facility. Additionally, 250 procurement jobs moved from Erlanger, Kentucky to Toyota’s York Township campus.

Autaza provides solutions for industrial quality control through proprietary and patented technologies involving computer vision and artificial intelligence. Autaza started in 2016 in Brazil. In 2019 the company opened its U.S. headquarters at Ann Arbor SPARK. Since then, it has accessed grants and resources from SPARK for sales, marketing, and business development support. Autaza also enrolled in the Automation Alley Industry 4.0 Accelerator, from which it have received seed investment.

Bedestrian is a developer of autonomous delivery robots designed to serve the healthcare and retail sector. Bedestrian has leveraged several grants through Ann Arbor SPARK totaling $50,000 for legal, prototyping, and testing assistance. The company has also leveraged programs like the MI STEM Forward Internship Program, COVID BAF Grants, Entrepreneur-in-Residence and SPARK events to engage and hire talent. Bedestrian won the Invest360: Mobility category in 2021.
Pandemic Pivots: Startups Harness Opportunities to Emerge Stronger

In 2020, Ann Arbor SPARK hosted a webinar series called Pandemic Pivot which featured Ann Arbor mobility startups shifting their business strategies in response to changing markets and consumer demand as a result of COVID-19. During the events, business leaders shared key learnings about building more resilient companies during this crisis and beyond. We’ve outlined some of those insights below. Read the full summary and watch the webinars here.

ANTICIPATE RISKS
According to Michael Sare at Voxel51, the most resilient companies have the skills to anticipate risk and pivot. The startup, whose core capability is built around computer vision, identified and harnessed downstream opportunities to create the Physical Distancing Index — a community-focused resource. This index monitored streets in major cities using camera feeds and provided the community with transparency around how streets were being used during the pandemic. Pedestrian’s Shadi Mere spoke about the halting of their pilot at Beaumont in Dearborn as the whole hospital shifted focus to COVID-19. The discontinuation resulted in Pedestrian pivoting to accommodate the immediate needs of clients as well as anticipate the lasting impact of this crisis on their market. They doubled down on innovations like adding contactless features, as well as expanding their teleoperation offerings to senior care facilities where there was a shortage of skilled nurses.

METRICS FOR SUCCESS
Markets and consumer needs have shifted dramatically during the pandemic. Tara Lanigan discussed how May Mobility is adjusting to produce new, relevant success metrics. Pre-pandemic, the key success metric at May Mobility was ridership. However, with fewer people moving around — and even fewer people feeling comfortable in shared vehicles — May Mobility realizes that other metrics may be more important to measure. One of the data points they are considering is engagement. Just because ridership is down does not mean that folks don’t need to get around, and it’s important to engage with these folks to understand their needs. Additionally, May Mobility is tracking and sharing its learnings with industry partners for broader, lasting impact.

RE-EVALUATE MARKET OPPORTUNITY
Sudhi Uppuluri of GreenRoute discusses how the mobility industry is experiencing a K-shaped recovery, wherein some businesses are excelling while others are struggling. An example of this is the decline in usage of shared transportation modes and the increase in fleet delivery. As GreenRoute sought pilot opportunities for its technology, they pivoted their strategy to focus on fleet delivery customers. Tony Lancione shared how this was apparent for IndustryStar. During the pandemic, IndustryStar customers used their software to collaborate in solving PPE distribution issues that were front and center during the pandemic. This pivot from the core markets that IndustryStar software typically served allowed them to engage with new partners.

WORK TOGETHER
At the start of the pandemic, many business leaders perceived that they were alone. For example, May Mobility initially feared that partners would be upset about service changes. Instead, the company worked collaboratively with these partners because they were also facing similar challenges. Rachel Kosla of Feonix-Mobility Rising discussed the role of community engagement and bringing stakeholders together through their mobility leadership circle. The goal was to spark greater conversation and joint action at tackling issues around access through its Rider50+ program.

LOOK TO THE FUTURE
A common theme shared by panelists was the urging of entrepreneurs to accelerate. Anticipate the risk, double down on innovation, and continue focusing your energy to solve the problems that you set out to do. Historically, major disruptions have fueled some of the greatest startups.
Community Engagement

LOCAL MOBILITY COMMUNITY NETWORKING AND EVENTS

The local mobility community hosts several coder groups, hackathons, and conferences for the further development of skills and connections. A few examples are below:

**Made in A2**
Downtown tech companies worked together to create one online space to collect information on companies, share community events and meetups, and post jobs. All information below is also included at madeina2.com

**Meetups**
The meetup culture in Ann Arbor is open and flourishing. A selection of meetups is below; please visit madeina2.com/community for a full list of coder groups, maker groups, un/conferences, hackathons, and more in our community. A selection of Meetups and active groups:

- A2NewTech
- A2 Mobility Tech
- Ann Arbor FinTech Meetup
- Duo Tech Talks
- All Hands Active
- PyData Ann Arbor
- Ann Arbor Security Meetup
- Coffee House Coders
tech [inclusive]
- Michigan Devs

**A2 Mobility Summit**
The Ann Arbor Mobility Summit is a unique one-day thought leadership event that takes place annually during A2tech360. The summit highlights innovative solutions from the Ann Arbor region and brings visionaries from across the globe to share, learn, and inspire each other.

**Michigan Connected and Automated Vehicle Working Group:** cargroup.org/cav-working-group

**Incubators, Accelerators, and Coworking spaces in the Ann Arbor Region**
Ann Arbor has a flourishing network of incubators, accelerators, and coworking spaces. There’s something for everyone. View a full list of incubators and coworking spaces here.

**Mobility Newsletter:** SPARK’s Mobility newsletter is focused on opportunities, events, and insights in the Ann Arbor Region: annarborusa.org/sign-up
Community Engagement

**a2TECH360**

7 days, 24 inspiring events showcasing Ann Arbor’s spirit of innovation to the world

2021 Tech Trek & Mobility Row Impact

- **68** Companies Represented
- **730+** Virtual Tours Taken
- **207k** Video Views

a2Tech360 is a week of events celebrating Ann Arbor’s spirit of innovation through experiences, conversations, and connections that strengthen and expand the region’s vibrant ecosystem. The events are tailored to a variety of interests and audiences, including entrepreneurs, researchers, investors, businesses, academic institutions, non-profits, job seekers, and the general public.

Learn more at a2Tech360.com
International Airport Connectivity

Detroit Metropolitan Airport (DTW) is less than 30 miles from downtown Ann Arbor (29 minutes by car). DTW is the number one mega airport in North America, ranking highest in customer satisfaction according to the J.D. Power 2019 North America Airport Satisfaction Study. There are nearly 20 million annual business passengers and nearly three million annual international passengers flying out of DTW.

Non-stop flights from Detroit Metro Airport (DTW)

<table>
<thead>
<tr>
<th>Sample of National and International Destinations</th>
<th># of daily non-stop flights from DTW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta (ATL)</td>
<td>265</td>
</tr>
<tr>
<td>Chicago (MDW and ORD)</td>
<td>534</td>
</tr>
<tr>
<td>Dallas (DFW)</td>
<td>185</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>177</td>
</tr>
<tr>
<td>Mexico City (MEX)</td>
<td>28</td>
</tr>
<tr>
<td>New York (JFK, LGA, and EWR)</td>
<td>706</td>
</tr>
<tr>
<td>San Francisco (SFO)</td>
<td>94</td>
</tr>
<tr>
<td>Seattle (SEA)</td>
<td>130</td>
</tr>
<tr>
<td>Seoul (ICN)</td>
<td>23</td>
</tr>
<tr>
<td>Tampa (TPA)</td>
<td>195</td>
</tr>
</tbody>
</table>
An Educational Powerhouse

Ann Arbor’s automotive and mobility community benefits from regional colleges and universities, foremost of which is the University of Michigan. In 2016, U-M awarded 1,100 degrees in mechanical, electrical, and industrial engineering.

University of Michigan
The University of Michigan ranks among the world’s top universities and its graduate and professional programs are consistently listed among the nation’s top ten. University of Michigan’s College of Engineering offers degree programs in:

- Integrative Systems + Design
- Automotive Engineering
- Mechanical Engineering
- Electrical Engineering
- Industrial and Operations

Engineering
Eastern Michigan University
The College of Technology at Eastern Michigan University, located in downtown Ypsilanti, offers four-year degrees in areas of computer-aided engineering, computer electronic and mechanical engineering technology, polymers and coatings, and quality management.

Regional Universities
In addition to University of Michigan and Eastern Michigan University, Ann Arbor area employers can recruit from universities within an hour’s drive of Ann Arbor. Wayne State University, Lawrence Tech, Kettering, and Michigan State University all have elite degree programs in engineering and auto-related disciplines.

University of Michigan ranks #6 nationally for undergraduate engineering.

University of Michigan Annual Research Spending

$1.6 billion
#2 in the U.S.

University Graduates

<table>
<thead>
<tr>
<th>University of Michigan</th>
<th>Number of Graduates (2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total graduates</td>
<td>13,844</td>
</tr>
<tr>
<td>Computer engineering</td>
<td>315</td>
</tr>
<tr>
<td>Computer science</td>
<td>166</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>433</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>324</td>
</tr>
<tr>
<td>Industrial Engineering</td>
<td>324</td>
</tr>
</tbody>
</table>

Source

Eastern Michigan University

<table>
<thead>
<tr>
<th>Eastern Michigan University</th>
<th>Number of Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total graduates</td>
<td>4,542</td>
</tr>
<tr>
<td>CAE/CAD</td>
<td>24</td>
</tr>
<tr>
<td>ME Technician</td>
<td>13</td>
</tr>
</tbody>
</table>

Washtenaw Community College Enrollment

12,327

Source

US News and World Report
University Graduate Retention Rates

40% of U-M Alumni live in Michigan
Represents over 200,000 grads

33% of U-M College of Engineering grads remain in Michigan
Up from 24% in 2010 and growing

64% of MSU grads stay in MI
Represents over 325,000 grads

72% of Eastern Michigan University Alumni remain in Michigan
Represents over 100,000 grads

Sources: first destination profiles from U-M, EMU, MSU, U-M College of Engineering Career Center
TALENT

Talent acquisition and training is a top factor in a successful business. SPARK partners with the University of Michigan, Eastern Michigan University, Michigan Works!, and other resources to help identify and recruit staff. Some examples of how SPARK helps your talent needs:

The SPARK Talent Portal: A free online job posting system that spotlights executive and knowledge-based positions as well as internships and entry level positions. Employers can view resumes submitted by becoming a “job manager” here.

Training Grants: SPARK will work closely with you to maximize utilization of worker training programs and funds that are available for companies in our region. Learn more about the programs here.

Talent Grants: SPARK offers grants to engage interns and executive-level talent for startups headquartered in Ann Arbor.

Academic Relationships: There are great business “front door” organizations like U-M’s Business Engagement Center or EMU’s BusinessLink programs. Be sure to check in with Washtenaw Community College, Michigan Tech, Kettering, and MSU. Make the most of your Handshake profile, as most colleges use it for recruiting and events. Read more about building these relationships here.

Ann Arbor Tech Homecoming: In the days leading up to Thanksgiving, SPARK hosts a casual evening with job seekers and companies as they mingle over delicious food and great conversation. This is an opportunity for local and out-of-town talent to learn about careers in the vibrant Ann Arbor tech ecosystem.

U-M Startup Career Fair: This annual event connects 750+ entrepreneurially-minded students in all majors to internships and full-time opportunities at 45+ high-growth startups from across the country.

tech[inclusive]: tech[inclusive] is dedicated to empowering underrepresented people in tech, and empowering allies to become advocates.

Eastern Michigan University Digital Divas: EMU’s College of Technology hosts a yearly conference that connects young women in middle and high school to opportunities in STEM.

Pricing Talent: SPARK can do a review using PayScale to determine wage data in specific job categories. We recommend continuously benchmarking and adjusting pay structures and benefits (when necessary). Pricing can vary depending on skill set, experience and other factors.
Ann Arbor’s talent pool spans a much larger geography than you might think.

According to research conducted by the Chicago Booth School of Business, Ann Arbor ranks #11 for remote work nationally. According to this research, 37% of US jobs can plausibly be performed at home (accounting for 46% of all wages). This ranking indicates a “readiness” to shift to remote work, with a high concentration of remote-ready employees in a relatively small population.

Employee Location
One Ann Arbor-based cybersecurity company employs more than 200 people living in Washtenaw County and throughout the region.
Destination Ann Arbor

Every community offers something unique to its residents, but the Ann Arbor area offers much more than the usual quality of life indicators. From recreation to culture, we offer large-city amenities with a small-town feel.

Recreation
In Michigan, you’re never more than a few miles from water. In Washtenaw County, we can top that by saying you’re never more than a few miles from a lake, river, park, golf course, cross-country trail, or other recreational option.

Washtenaw County boasts 4,000 acres of parkland, of which 2,200 acres are natural areas ideal for hiking, bird watching, or mountain biking. The Border-to-Border Trail, kayaking liverys, and golf courses add to the county’s recreation inventory.

The city of Ann Arbor has 157 parks totaling 2,090 acres, 1,200 acres of which are natural areas. An additional 2,000 acres of farmland and open space surround the city of Ann Arbor, purchased with a Greenbelt millage.

Ann Arbor parks offer baseball and softball diamonds and leagues, soccer fields, disc golf, ice skating, and an excellent skateboard park.

Housing
County residents can find multiple housing options and locations: cities, towns, country, and suburban. Housing options include single family houses, downtown lofts, condos, and apartments. Housing costs in Washtenaw County are lower than east and west coast housing: The median sale price of single-family house in Washtenaw County is $316,558 (source: Zillow).

Schools
Public, charter, and private schools are found in Washtenaw County. A list of recent test scores by school and district is found here.
Culture
The University Musical Society brings national and international cultural performances to Ann Arbor (the New York Philharmonic has an annual residency). Our local cultural venues include the Ann Arbor Symphony Orchestra, the Ann Arbor Civic Theater, The Ark, and the Purple Rose Theatre, along with independent dance and music performance staged in the historic Michigan Theater.

Fun
The Ann Arbor area isn’t all high-brow. Here is a smattering of the festivals and activities that take place throughout the county.
Ann Arbor FestiFools
Ann Arbor Summer Festival
Ann Arbor’s Rolling Sculpture Car Show
Chelsea’s Sounds & Sights Festival
Dexter Daze
Manchester Chicken Broil
Manchester’s Riverfolk Music and Arts
Milan Bluegrass Festival
Milan Fliers model aircraft flights
Saline Celtic Festival
Ypsilanti’s Summer Beer Festival
Ypsilanti Heritage Festival
Ypsilanti’s Thunder Over Michigan Airshow

Shopping
You’ll find independent retailers, wine shops, bakeries, and delis in the downtowns.

Local grocery stores: People’s Food Co-op, Arbor Farms, By the Pound, Knight’s Market, Monahan’s Seafood Market, Zingerman’s Bakery and Creamery. You’ll also enjoy farmers’ markets, cider mills, you-pick berry and apple farms, and CSAs.

Regular grocery stores: Whole Foods, Trader Joe’s, Busch’s, Meijer, Kroger.

Clothing, sporting goods, sundries: Local clothing stores and gift shops are found in downtowns. Arborland, Briarwood mall, and big box stores offer brand name shopping.

Rankings

2021
#1 “Most Educated Cities in America” – Ann Arbor, WalletHub
#2 “Best College Towns and Cities in the US” – Ann Arbor, WalletHub

2020
#2 “Top Places to Live” – Ann Arbor, Livability
#2 “Up-and-Coming Small Cities Close to Major Metros” – Ann Arbor, Livability

2019
#1 “Top cities for female founders raising first round” – Ann Arbor, VentureBeat
#1 “Top 5 car-free small metros” – Ann Arbor, CityLab
#3 “Top New U.S. Tech Hubs (‘Brain’ Index)” – Ann Arbor, Bloomberg
Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture.