2024

ANN ARBOR
SPARK

Sector Report
Mobility

Ann Arbor, Michigan

Ann Arbor's technology sector has seen rapid growth over the past decade, though historically we've always been an innovator in the tech industry. The University of Michigan was part of the ARPANET research effort -- the forerunner of today's internet. Since then, the tech sector continued to evolve and grow. Today the sector includes over 370 companies and employs more than 20,000 people.

Population

119,875	City of Ann Arbor
366,376	Washtenaw County
2,031,853	45-Minute Drive

Median Age

27.5	City of Ann Arbor
34.1	Washtenaw County
38.4	United States

Median Household Income

$73,276	City of Ann Arbor
$79,198	Washtenaw County
$69,021	United States

Education Level: Bachelor's Degree or Higher

77.2%	City of Ann Arbor
57.2%	Washtenaw County
33.7%	United States

2023 Rankings

#1	Best Places to Live in America
#2	Best Places to Live in the Midwest
#1	Best Places to Live in Michigan
#1	Best Places to Live, Quality of Life
#1	Most Educated City in America
#2	Best Public Schools in America

https://annarborusa.org/insights/communities/facts-rankings/

ANN ARBOR, MI

#5 MIDSIZE TECHNOLOGY HUB

BURNING GLASS INSTITUTE
BURNINGGLASSINSTITUTE.ORG

The Ann Arbor region has seen rapid growth in software development and information technology. At the heart of it all is Ann Arbor, where business intersects with advanced research, out-of-the-box thinkers, abundant financial resources, a vibrant economic development initiative, and an immense talent pool.

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Ann Arbor Business Community Profile

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

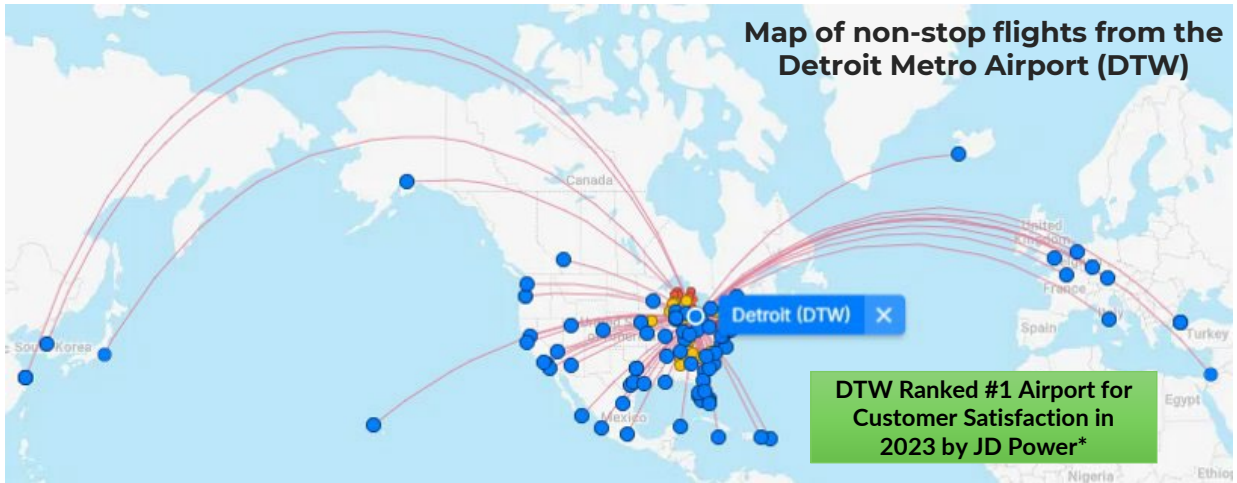| Company Name	Location	Type of Organization	Employees
University of Michigan	Ann Arbor	Public university and health care system	36,700 +
Trinity Health Michigan (multiple locations)	Ann Arbor/ Saline/ Chelsea/ Howell	Health care system	5,500+
General Motors Proving Grounds	Brighton Township/ Milford Township	OEM research	5,500+
Ann Arbor Public Schools	Ann Arbor	Public school district	2,700+
VA Ann Arbor Healthcare System	Ann Arbor	Health care system	2,700+
IHA Health Services Corp.	Ann Arbor	Multi-specialty physician group practice	1,600+
Eastern Michigan University	Ypsilanti	Public university	1,300+
Washtenaw County Government	Ann Arbor	County government	1,300+
Toyota Motor North America Research and Development (2 locations)	Ann Arbor/ Saline	OEM research	1,200+
Domino's Pizza	Ann Arbor	Corporate headquarters	1,200+
Faurecia Interior Systems (Forvia)	Saline	Automotive component manufacturer	1,100+
Thai Summit America Corporation	Howell	Automotive component manufacturer	800+
Grupo Antolin Interiors USA	Howell	Automotive component manufacturer	800+
Brighton Area Schools	City of Brighton	Public school district	800+
RealTruck (formerly Truck Hero)	Ann Arbor	Automotive component manufacturer	700+
City of Ann Arbor	Ann Arbor	City government	700+
Gordon Food Service	Brighton (Green Oak Township)	Food distribution	700+
Zingerman's Family of Businesses	Ann Arbor	Food production	700+
Citizens Insurance Company	Howell	Property and casualty insurance	700+
Ford Rawsonville Plant	Ypsilanti	Automotive component manufacturer	600+
ProQuest	Ann Arbor	Data and information	600+
Howell Public School District	Howell	Public school district	600+
Ypsilanti Community Schools	Ypsilanti	Public school district	600+
KLA Corporation	Ann Arbor	R&D semiconductor research center	600+
Eberspächer North America, Inc.	City of Brighton	Automotive component manufacturer	600+

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

Company Name	Company Description	Employees
Toyota Motor North America Research and Development (Ann Arbor + Saline)	Research & development for the North American Market	1,200+
Faurecia Interior Systems	Manufacturing instrument panels & consoles	1,160+
Ford - Rawsonville	Automotive component manufacturer	680+
KLA Corporation	Advanced information technology	610+
Stellantis – Chelsea Proving Grounds	Endurance & durability testing	595+
Martinrea Bishop Circle Assembly	Manufacturing fuel & brake lines	520+
JAC Products Inc.	Injection molded parts & SUV racks	500+
Hatch Stamping Headquarters	Automotive stamping	390+
NSK Americas, Inc.	Auto bearing research & development	315+
Hyundai America Technical Center	North America automotive research	300+
Gestamp Washtenaw	Automotive parts supplier	275+
Dexter Fastener Technologies, Inc.	Fastener & bolts for automotive industry	250+
Black & Veatch Corp.	Design & engineering	245+
SkySpecs, Inc.	Autonomous aerial vehicle software	245+
Wacker Chemical Corp.	Research & development lab for Wacker Chemical	240+
MAXAR-Ypsilanti	Space technology	220+
Navitas Advanced Solutions Group	Research & development of advanced lithium cells and energy storage products & systems	200+
May Mobility, Inc.	Autonomous vehicle fleet development	175+
FAAC Incorporated	Real time simulation, military, law enforcement, domestic	175+
EWIE Company, Inc.	Commodity, inventory and supply chain management	170+
Windsor Mold Group-Saline	Injection molding of plastic automotive parts	160+
Horiba Instruments Inc.	Mobility test systems supplier	160+
Coupa	Supply chain management software tools	150+
Norgren Automation	Automation engineering and products	140+

International Airport Connectivity

Detroit Metropolitan Airport (DTW) is less than 30 miles from downtown Ann Arbor. DTW is ranked #1 in customer satisfaction for mega airports and is one of the world's leading air transportation hubs with more than 1,100 flights per day to and from four continents. DTW has non-stop passenger flights scheduled to 140+ destinations in nearly 20 countries and serves 36.7 million passengers annually.

Map of non-stop flights from the Detroit Metro Airport (DTW)

Detroit (DTW) ✕

DTW Ranked #1 Airport for Customer Satisfaction in 2023 by JD Power*

Sampling of Domestic and International Destinations	# of daily non-stop flights from DTW
New York (LGA and EWR)	22-32
Chicago (ORD and MDW)	19-31
Atlanta (ATL)	14-19
Las Vegas (LAS)	12-17
Orlando (MCO)	10-15
Charlotte (CLT)	10-13
Dallas (DFW)	10-13
Denver (DEN)	9-12
Washington (DCA)	7-11
Los Angeles (LAX)	8-10
Toronto (YYZ)	6
Amsterdam (AMS)	4
Paris (CDG)	2-3
Frankfurt (FRA)	2

ANN ARBOR
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An Educational Powerhouse

Ann Arbor's tech community benefits from regional colleges and universities, foremost of which is the University of Michigan.

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. The University's College of Electrical Engineering and Computer Science Engineering offers degree programs in:
- Integrative Systems & Design
- Automotive Engineering
- Mechanical Engineering
- Electrical Engineering
- Industrial Engineering & Operations

Eastern Michigan University
The College of Technology at Eastern Michigan University, located in downtown Ypsilanti, offers four-year degrees in computer engineering technology and information security.

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 four have degree programs related to computer science.

University of Michigan ranks #5 nationally in undergraduate engineering programs.

Source: US News and World Report

University of Michigan Annual Research Spending

$1.77 billion

#4 in the U.S.

Local Talent Pipeline

University of Michigan	Number of Graduates (all levels)
Total Graduates	14,682
Computer and Information Sciences and Support Services	1,573
Engineering (Includes Engineering /Engineering-related Technologies/Technicians)	2,557 *Source*

Eastern Michigan University	Number of Graduates (all levels)
Total Graduates	4,034
Computer and Information Sciences and Support Services	171
Engineering (Includes Engineering /Engineering-related Technologies/Technicians)	159 *Source*

Washtenaw Community College Total Enrollment	19,343 *Source*

University Graduate Retention Rates

40%

of U-M Alumni live in Michigan

Represents over 200,000 grads

65%

of 2022 U-M College of Engineering master's grads are now employed

20% of those employed remain in Michigan

65%

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

TALENT

Your business success begins with strategic talent acquisition and training. Through dynamic partnerships with institutions like the University of Michigan, Eastern Michigan University, and Michigan Works!, SPARK offers an unparalleled network to identify and onboard top talent. Explore how SPARK can help amplify your talent strategies:

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.

Academic Relationships: There are great business "front door" organizations like 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: On the Wednesday before Thanksgiving, job seekers and companies mingle over delicious food and great conversation. A great opportunity in a casual setting for local and out-of-town talent to learn about careers in the vibrant Ann Arbor tech ecosystem.

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

University of Michigan 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.

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 SPARK

2022 JOB PORTAL STATS

128 new employers signed up

767 jobs posted

32,584 job views
each viewed ~**43 times**

1,222 apply links clicked

680 job applications submitted

154 jobs filled

328 new Job Seeker
newsletter subscribers

POWERED BY

TRUE JOB

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.

The University of Michigan and Ford Center for Autonomous Vehicles (FCAV)

The Center 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

The Michigan Traffic Crash Facts (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

Advanced Transportation Center	Washtenaw Community College's ATC will enable the College to meet employer and industry needs in a cohesive and innovative manner by tying the academic training programs identified here in a holistic and multi-disciplinary manner.
Eastern Michigan University	EMU has multiple programs focused on transportation: Aviation Flight Technology, Aviation Management, CAD, Cybersecurity, Electrical and Computer Engineering, Information Assurance & Cyber Defense, Product Design Engineering Technology, Simulation, Animation, and Gaming, Supply Chain Management, Transportation Planning and Modeling, and Urban and Regional Planning.

City and State Programs and Resources

The Office of Future Mobility and Electrification (OFME)	This office 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.
Small Business Development Center	The Michigan Small Business Development 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	MTRAC 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.
The City of Ann Arbor A2Zero Plan	The City of Ann Arbor's Plan to achieve community-wide carbon neutrality by 2030.
Michigan Venture Capital Association (MVCA)	The MVCA puts out an annual report on venture capital and angel activity in Michigan and also provides assistance connecting companies to capital.

American Center for Mobility

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

The future of the automotive industry is in Michigan.

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. Ford has since partnered with Vectorform, which has expanded to six cities.

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:
- Intvo
- Bedestrian
- Humanising Autonomy

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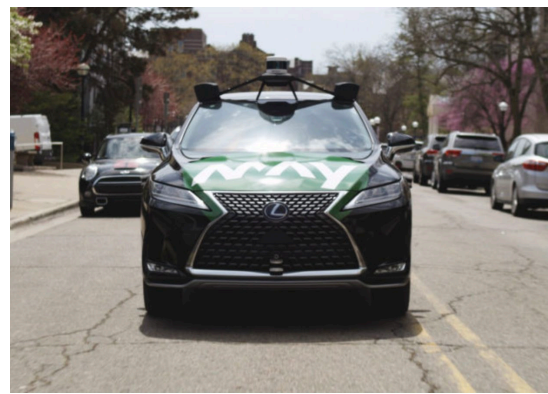
Founded in Ann Arbor, May Mobility develops the full-stack software solution for Level-5 autonomous driving. It operates fleets of autonomous shuttles running its own self-driving software for central business districts, campuses, and residential communities.

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 $83.6M in funding over six rounds with its latest funding raised in December 2019 from a Series B round.

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 100.

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

Case Study: SkySpecs

SkySpecs automates the operation and maintenance of wind turbines for the wind energy industry. Its products range from autonomous drones conducting blade inspection to analytical asset management. The company has conducted more than 56,000 inspections and has clients in over 26 countries.

SkySpecs was founded in 2012 by five University of Michigan engineering students — Danny Ellis, Tom Brady, Jonathan Bendes, Ryan Morton, and Samuel DeBruin — and is headquartered in downtown Ann Arbor with a satellite office in Amsterdam. SkySpecs aims to lower the maintenance costs of renewables through strategic asset management and comprehensive data analysis to work towards a more sustainable future.

Case Studies

Ann Arbor SPARK works to support the needs of small and large companies located in the Ann Arbor region.

TOYOTA
TOYOTA TECHNICAL CENTER

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

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.

IndustryStar

IndustryStar provides cloud-based supply chain software and on-demand managed services to reduce product launch cost, timing, and risk. IndustryStar started at Ann Arbor SPARK and now maintains an additional facility in Ann Arbor. It has leveraged grants worth $20,000 for marketing and sales services. The company has also leveraged programs like the Digital Summer Clinic, Entrepreneur-in-Residence, and SPARK events to engage and hire talent. It was awarded FastTrack Awards in 2018 and 2019 and won the Invest360: Mobility category in 2020.

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
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

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 liveries, 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 $479,805 (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.