



GLOBAL EPICENTER OF MOBILITY

REVOLUTIONIZING THE DETROIT REGION

Program Overview

THE BACKDROP

- The world is experiencing its most significant mobility revolution in the past century
- New technologies are disrupting the automotive industry while redefining what mobility is and how people and goods move
- In 2021, the global EV market was valued at \$287 Billion. By 2028, it is expected to reach \$1.3 Trillion
- The shift from internal combustion engines (ICE) to electric vehicles (EVs) presents historic challenges and opportunities as new mobility technologies are expected to require fewer parts and people to make them

THE OAKLAND PRESS



Friday, June 9, 2023

\$3.25

FACEBOOK.COM/THEOAKLANDPRESS

TWITTER.COM/THEOAKLANDPRESS

theoaklandpress.com

AUTOMOTIVE

GM's EVs gain access to Tesla's vast charging network

By The Associated Press

DETROIT » Electric vehicles made by General Motors will be able to use much of Tesla's extensive charging network beginning early next year under an agreement the two companies announced Thursday.

In addition, GM will adopt Tesla's connector, the plug that links an electric vehicle to a charging station.

GM joins Ford in shifting its electric vehicles to work with about 12,000 of Tesla's roughly 17,000 chargers, and both Detroit automakers are pushing to

make Tesla's connector the industry standard. Barra and Musk made the announcement during a Twitter Spaces conversation.

Their discussion comes two weeks after Ford CEO Jim Farley joined Musk to announce that Ford's electric vehicles would

GM » PAGE 4

INSIDE

Inside: GM to invest \$500 million at plant that makes large SUVs in Arlington, Texas. **Page B8**

Toyota to build \$50 million battery lab in Michigan

By The Associated Press

YORK TOWNSHIP » Toyota says it will spend nearly \$50 million to build a vehicle battery testing laboratory at its North American research center in Michigan.

The company said Thursday that the lab in York Township south of Ann Arbor will test bat-

teries made for hybrid and electric vehicles at a new factory in North Carolina, as well as from battery suppliers.

No new jobs will be created because Toyota will reassign workers from other areas and provide training as needed.

The company says the lab is

TOYOTA » PAGE 4

THE BACKDROP

- The Detroit Region is home to over 575,000 mobility associated jobs, translating to over \$105 Billion in Gross Regional Product
- Amid this shift, no state has more to gain – or lose – than Michigan
- Successfully navigating this shift requires a regionwide response that marshals the 400+ mobility assets that make up the nation's densest automotive and mobility industry cluster
- In late 2021/early 2022, the Detroit Regional Partnership (DRP) led a group of local organizations to develop proposals for the Build Back Better Regional Challenge (BBBRC).
- This accumulation of proposals was focused on helping the Detroit Region become known as the Global Epicenter of Mobility (GEM)

WHAT IS GEM?

- Led by the Detroit Regional Partnership, GEM was selected out of 529 applicants to become one of 60 finalists nationwide and won one of the largest grants out of 21 funded initiatives.
- \$52.2 million advanced mobility grant from the U.S. Economic Development Administration (EDA).
- Awarded in September 2022, the grant runs from October 2022 – May 2027
- The GEM Coalition is made up of five co-recipient organizations, managing six pillars, and overseeing dozens of projects.

REVOLUTIONIZE THE DETROIT REGION & NATION

VISION

Leverage the region's automotive, engineering, design, innovation and manufacturing strengths, leadership, and assets as elements of a smart, secure, sustainable, and inclusive *advanced-mobility* cluster.



THE GEM REGION



The grant serves the 11-county region and is designed to accelerate economic growth by building on the region's mobility assets.

GEM will create a smart, secure, sustainable, and inclusive advanced-mobility industry, starting with the transition to next-generation electric, autonomous, and fully connected vehicles.

GEM PROJECT PARTNERS

SEMCA
Talent
Transformation

PURPOSE
Assist companies in equitably meeting the region's advanced mobility talent needs, offset retirement and transition losses, and support career pathway advancement.

TECH TOWN
Mobility Acceleration
& Innovation
Network

PURPOSE
Accelerate the growth of mobility startups that drive innovation to fill gaps in the mobility value chain.

MEDC OFME
Proving & Testing

PURPOSE
Equitably increase the number of companies and small entrepreneurs and help them access the state's world-class testing and proving assets.

U of M EGI
Supply Chain
Transformation
Center

PURPOSE
Help existing small-to medium-size manufacturers and suppliers transition to the future of mobility, including electrification and autonomy, or pivoting to new industries.

DRP
VIP Site Readiness

PURPOSE
Verify and catalog development-ready sites to attract major mobility business investments across the Detroit Region.

DRP
GEM CENTRAL

PURPOSE

- Main Convener of Stakeholders
- Pillar Project Management & Central Technical Services
- Tracking Aggregate Metrics
- Mobility research and data support
- DEI expertise supporting all component projects
- GEM Communications

GEM EDA FUNDING SUMMARY

		GEM PROJECT	EDA AWARD	MATCH
<div>\$52M</div> <div>EDA Award</div>	DRP	<ul style="list-style-type: none"> GEM Central Site Readiness 	\$7.2M	\$2.1M
			\$5.6M	\$1.7M
+	SEMCA	<ul style="list-style-type: none"> Talent Transformation 	\$16.4M	\$6.8M
<div>\$19M</div> <div>Match</div>	U of M EGI	<ul style="list-style-type: none"> Legacy & Transition 	\$5.3M	\$2.0M
<div>\$71M</div> <div>Total Investment</div>	Tech Town	<ul style="list-style-type: none"> MAIN/Start-Up 	\$12.4M	\$5.3M
	OFME	<ul style="list-style-type: none"> Proving & Testing 	\$5.0M	\$1M

GEM CENTRAL ADMINISTRATION



PURPOSE:

Serve as the full-time managing body responsible for creating efficiencies by centralizing technical services, internal and external communications, tracking aggregate metrics, research and data support, and DEI expertise supporting all component projects.

GEM Central's role will build the connective tissue to help the region's mobility ecosystem accelerate cluster growth, support transformative job creation, deliver more equitable outcomes, and position the Detroit region as the Global Epicenter of Mobility.

PROGRAM LEADERSHIP ROLE

Serve as GEM's central convener

Ensure project alignment across project partners

Lead GEM's Advisory Workgroups (DEI, Research, Industry)

Convene GEM's expansive network of coalition partners

GEM CENTRAL ADMINISTRATION



SUPPORT SERVICES

GEM Central will provide the needed capacity and expertise to ensure the overall initiative is successful, both during and beyond the grant period.

TECHNICAL SUPPORT OFFERED

Create efficiencies by centralizing technical services,

Provide internal and external communications

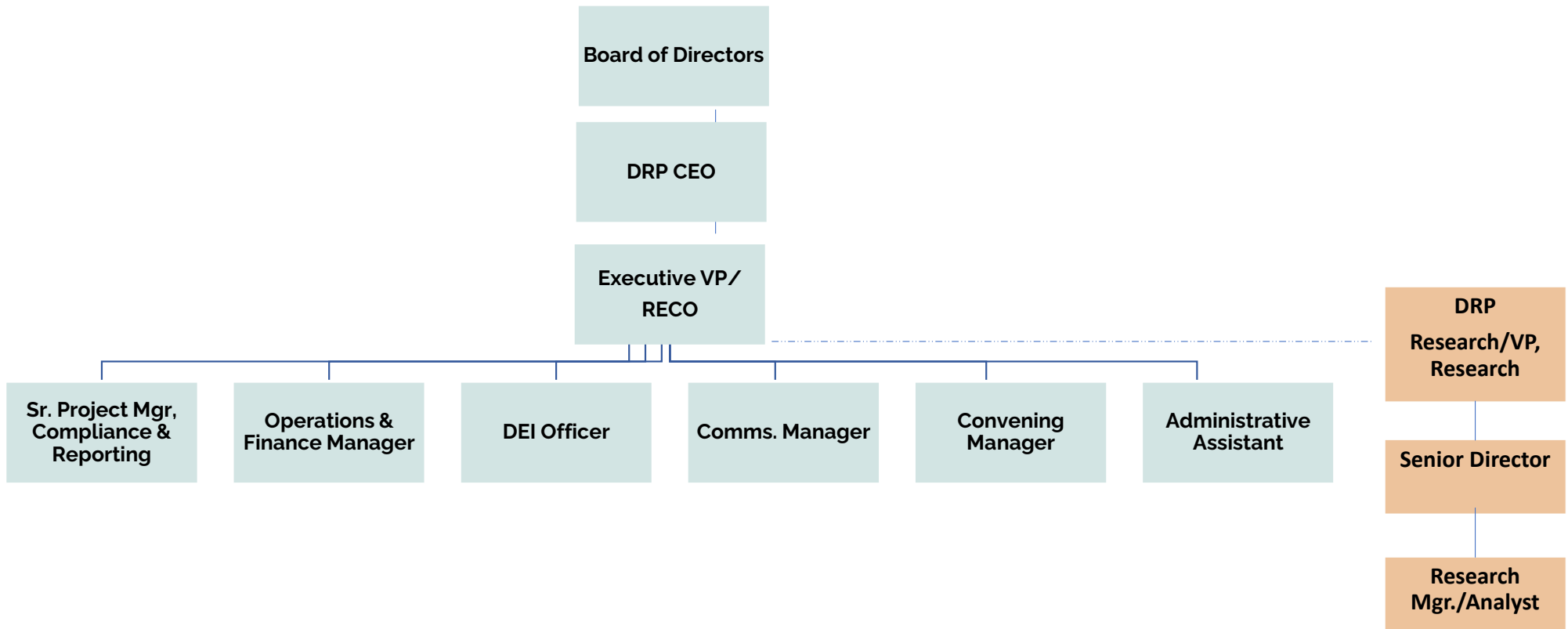
Track and aggregate metrics across component projects

Provide mobility industry research and data support

Provide DEI expertise supporting all component projects.

GEM CENTRAL ORGANIZATION CHART

GEM Central Administration



MOBILITY ACCELERATION & INNOVATION NETWORK



PURPOSE:

Accelerate the growth of mobility startups that drive innovation to fill gaps in the mobility value chain.

GOAL:

The Mobility Acceleration and Innovation Network will develop a shared intake, assessment, and referral process for mobility-related entrepreneurs, with deep support for software and hardware development.

Project Support Organizations

MI Founders Fund
Invest Detroit

WSU (MTRAC Adv Comp)
UofM (Adv Trans and T3N)
Centrepolis

Design Core Detroit
Endeavor Detroit

PROVING & TESTING



MICHIGAN OFFICE OF
**FUTURE MOBILITY
& ELECTRIFICATION**

PURPOSE:

Equitably increase the number of companies and small entrepreneurs and help them access the state's world-class testing and proving assets

GOAL:

The Office of Future Mobility and Electrification will help entrepreneurs access testing facilities including subsystem and component-level testing, closed system testing and real-world demonstration projects.

Project Support Organization



VERIFIED INDUSTRIAL PROPERTIES - SITE READINESS



PURPOSE:

Attract advanced mobility business investments across the Detroit Region.



GOAL:

Through the Verified Industrial Properties program DRP will inventory, assess and prepare development-ready sites to advance a site's readiness for future development opportunities.



GEM OVERARCHING PROGRAM METRICS

Higher-than-projected # of quality mobility- industry sector-related jobs <i>(tracked for mobility industry sector and by race, gender, and geography)</i>	3%
---	----

Increase in mobility-related industry wage growth (EMSI)	5%
--	----

Gain in mobility-related GDP growth (IMPLAN)	5%
--	----

Increase in mobility-related venture capital (VC) investment in 4 years with 1,100 related jobs created from startups in 5 years	25%
---	-----

GEM PROJECTED OUTCOMES & IMPACT

Company investment	\$242M
Wages retained	\$48.7
Existing worker wage growth	\$20M
New quality jobs	3,396
Retained jobs	4,150
Workers served	3,500
Credentials conferred	300
Postsecondary education programs articulated	30
Ready sites with development plans	8
Assessed industrial sites	40

PRINCIPLES AND SYSTEMS TO DRIVE DEI

- **Seats at Tables:** Ensure diverse stakeholders have a position at all decision-making bodies
- **Outreach:** Prioritize engagement from Historically Excluded Communities – leveraging inclusive design models
- **Staffing:** Secure diverse consultants and staff as service providers
- **Outcomes:** Require DEI metrics and outcomes as part of all projects
- **Communication:** Ensure success and learnings are shared with DEI stakeholders

Jacklyn Salazar
SEMCA
Talent Transformation Pillar