Lockstop: Community Engagement Strategy

City: Corktown, Detroit (Transportation Innovation Zone)
Submitted to: City of Detroit, Office of Mobility Innovation (OMI)
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1.0 Executive Summary

The City of Detroit's Transportation Innovation Zone (TIZ) initiative positions Corktown as a national leader in mobility innovation. Lockstop's Pilot supports this vision by providing secure, free-to-use bike parking combined with anonymized active transportation data to improve infrastructure, reduce emissions, and promote equitable access.

This Community Engagement Strategy outlines a targeted, phased approach to build public trust, gather community insights, advance transportation equity, and ensure Lockstop's deployment strengthens Corktown's multimodal vision, aligned with Ford's Michigan Central development and Detroit's mobility goals. Our strategy is designed to ensure that local residents, workers, and businesses are not just consulted—but are empowered participants in shaping the future of active transportation in their community.

2.0 Introduction and Background

Detroit's TIZ in Corktown represents a "sandbox" for new mobility solutions within a two-square-mile zone centered on Michigan Central Station. The district is transforming into a multimodal ecosystem blending AV pilots, bike/scooter share, greenways, and traditional transit.

Historic Corktown balances proud Irish immigrant heritage, industrial roots, and emerging innovation hubs. However, persistent challenges, including bike theft, sidewalk obstructions, accessibility gaps, and safety concerns impact community mobility and trust. Lockstop directly addresses these challenges by enabling secure cycling infrastructure and providing actionable mobility insights.

3.0 Community Engagement Goals

Goal	Details
Build Trust and Transparency	Foster trust by being responsive to Corktown's

	safety, accessibility, and equity priorities.
Identify Mobility Needs	Engage diverse residents and businesses to surface real-world barriers to biking and micromobility.
Advance Equity & Accessibility	Prioritize outreach to low-income and underserved populations to ensure equitable access to mobility benefits.
Drive Community Ownership	Create visible, tangible opportunities for Corktown residents to use and champion Lockstop.
Validate and Refine Deployment	Integrate community feedback into device siting, app user experience, and communication strategies.
Support Broader Urban Goals	Align with Vision Zero, GHG reduction, and Ford's "co-created" mobility ecosystem principles.

4.0 Target Audience and Stakeholder Identification

Audience	Specific Corktown, Detroit Targets
End Users	Low-income workers, essential workers, youth, service industry employees, seniors, non-car households.
Secondary Beneficiaries	Retailers, Ford Mobility stakeholders, transit planners, local employers.
Underserved Groups	North Corktown residents, Mexicantown communities, disability advocates.
Key Community Organizations	Corktown Business Association, Friends of Roosevelt Park, PAL, Joe Luis Greenway Coalition, MoGo.
Government & Infra Partners	City of Detroit Office of Mobility Innovation (OMI).

5.0 Deployment Locations & Venue Analysis

Our engagement strategy is directly informed by the specific deployment locations and venue types within the Corktown TIZ, as provided.

Venue Name	Address	Venue Type	Nodes
Metropolis Cycles	2117 Michigan Ave, Detroit, MI 48216	Bike Shop	2
Mercury Burger Bar	2163 Michigan Ave, Detroit, MI 48216	Bar / Restaurant	2
Slows Bar-B-Q	2138 Michigan Ave, Detroit, MI 48216	Restaurant (Barbecue)	3
Lucky Detroit Coffee	2000 Michigan Ave, Detroit, MI 48216	Coffee Shop	2
Summertown Fresh Bar	2015 Michigan Ave, Detroit, MI 48216	Restaurant / Juice Bar	3
Grandma Bob's	2135 Michigan Ave, Detroit, MI 48216	Restaurant (Pizza)	3
Bagley Pedestrian Bridge	Bagley St, Detroit, MI 48216	Pedestrian Bridge	5
Ford Resource & Engagement Center	2826 Bagley St, Detroit, MI 48216	Community Center	2
Mexican Village Restaurant	2600 Bagley St, Detroit, MI 48216	Restaurant	3

6.0 Phased Engagement Action Plan

Phase 1: Groundwork & Foundational Partnerships (Pre-Launch: T-90 to T-60 Days)

Objective: To proactively build a foundation of trust and understanding by respectfully engaging with key community leaders and stakeholders prior to the

formal public launch.

- **Activity: Civic & Stakeholder Intelligence Gathering**
  - We will meet with the Office of Mobility Innovation, Department of Public Works, and Micromobility Services to learn about local cycling-related challenges.
  - **Target Audience:** City of Detroit OMI, Department of Public Works (DPW), Micromobility Services.

- **Activity: Strategic Partner Outreach**
  - We will conduct 1-on-1 meetings with targeted local businesses located within a 0.5-mile radius of our deployment locations, prioritizing high-traffic venues along Michigan Avenue like **Slows Bar-B-Q**, **Mercury Burger Bar**, **Metropolis Cycles**, and **Lucky Detroit Coffee**. Prior to these meetings, we will provide partners with a brief pre-read document. The goal is to secure verbal agreements for launch support that includes the distribution of Business Activation Kits.
  - **Target Audience:** Key Community Organizations (Corktown Business Association), Private Sector Partners.

- **Activity: Grassroots Market Research**
  - Our community team will participate in local group rides and spend time at key cyclist gathering spots like the **Bagley Pedestrian Bridge** and the **Ford Resource & Engagement Center** to identify trusted local riders ("Local Heroes") and understand their real-world security pain points.
  - **Target Audience:** End Users, Underserved Groups.

Phase 2: Pre-Launch Hype & Community Priming (Pre-Launch: T-60 to T-1 Day)

Objective: To transition from quiet groundwork to building public anticipation and a tangible pre-launch audience, ensuring the community feels part of the launch.

- **Activity: Official Announcement & "Local Heroes" Seeding Program**
  - In coordination with the City, we will issue an official press release announcing the pilot. Concurrently, we will deliver "Seeding Kits" to our pre-identified "Local Heroes," providing them with early access and soliciting their feedback.
  - **Target Audience:** All Stakeholders.

- **Activity: Digital Community Engagement & Education**

- We will proactively monitor and engage helpfully in local online forums, answering questions and framing the upcoming launch with a focus on equity and accessibility for Corktown. This will be supported by a "problem/solution" content series that educates the public on the benefits of secure bike parking.
  - **Target Audience:** End Users, Underserved Groups, Key Community Organizations.

Phase 3: Launch & Sustained Adoption (Post-Launch: Day 0 to D+90)

Objective: To convert pre-launch hype into immediate, widespread usage and establish Lockstop as an essential and valued community utility.

- **Activity: High-Visibility Launch Event: "Lock & Register"**
  - We will host a high-impact launch event at the **Bagley Pedestrian Bridge**, leveraging the 5 nodes deployed at that key cycling and walking hub. This event will combine a valuable community service (a free, official bike registration drive) with a fun, gamified "passport" tour of nearby partner businesses like **Mexican Village Restaurant** and **Slows Bar-B-Q** to drive immediate, hands-on trial of the Lockstop system.
  - **Target Audience:** All Stakeholders, with a focus on End Users and Underserved Groups.

- **Activity: Tailored Partner & Community Activation**
  - We will deploy "Partner Activation Kits" (window clings, QR codes, talking points) and conduct staff training at all partner restaurants, coffee shops, and at **Metropolis Cycles**.
  - For the **Ford Resource & Engagement Center**, we will develop a specific "Community Activation Kit" for staff, including informational flyers and content for community outreach.
  - **Target Audience:** Private Sector Partners, Secondary Beneficiaries, Key Community Organizations.

- **Activity: Community Ritual Creation**
  - To ensure long-term engagement, we will launch a sponsored "Lockstop Saturday Ride" in partnership with **Cycling Advocate**. The ride route will be designed to start or end near the high-density deployment zone along Michigan Avenue, with a post-ride social at a partner like **Mercury Burger Bar**.

- ○ **Target Audience:** End Users.

7.0 Monitoring and Evaluation

Community engagement success will be measured by:

- Tracking event attendance, app downloads, and QR code scans from partner locations.
- Collecting and analyzing survey responses, segmented by demographic group to ensure equity goals are met.
- Monitoring real-time Lockstop usage rates, particularly at different venue types (e.g., comparing usage at the **Bagley Pedestrian Bridge** vs. the **Ford Resource & Engagement Center**).
- Conducting bi-weekly feedback sessions with partner organizations during the first 90 days.
- Preparing a final Community Engagement Impact Report for the City of Detroit OMI, highlighting key metrics and lessons learned.

8.0 Risk Mitigation Strategy

Risk	Mitigation Strategy
Low Participation at Events	Partner with popular community events (e.g., Corktown St. Patrick's Parade) and trusted local organizations like **PAL Detroit**; provide incentives for participation.
Language or Cultural Barriers	Provide Spanish translations and ADA-compliant materials; work with the **Southwest Detroit Business Association** for outreach in Mexicantown.
Theft/Vandalism of Equipment	Use tamper-resistant designs; leverage Corktown community watch and **Ford Michigan Central** security collaborations; maintain an immediate repair/replacement protocol.
Accessibility Failures	Prioritize ADA-compliant placement of all devices.
Public Safety and Trust Issues	Maintain transparent communication about

	Lockstop's privacy protections and safety features; ensure staff presence at launch events for live demos.
Negative Press or Misperceptions	Proactively build relationships with local media before launch; use transparent reporting and community storytelling to frame the narrative.