CENTER FOR CONNECTED AND AUTOMATED TRANSPORTATION

Project Title	Big Data Drive Deployment in a Connected Vehicle Environment	
PI (Up to 2)	James Sayer	Yiheng Feng
Telephone #	734-647-4159	734-936-1052
E-mail:	jimsayer@umich.edu	yhfeng@umich.edu
Institution:	University of Michigan	University of Michigan
Department:	UMTRI	UMTRI
Industry or Government Principal, organization, and contact information	Marina Tharayil mtharayi@ford.com (313) 317-2322	
Most relevant CCAT research thrusts (choose all applicable)	__X__Enabling Technology _____ Planning and Policy _____Human Factors _____ Infrastructure Design and Management _____ Control and Operations _____Models and Implementation	
Funding Request		
Matching Funds and Source (if any)	Ford Motor Company $438,674 University of Michigan $10,180	
Total Project Cost	$448,854	
Contract Number	69A3551747105	
Project start/end dates	1/1/2018 – 12/31/2020	
Project Abstract	The data management and analytic requirements associated with collecting and interpreting connected vehicle data at scale are wide-ranging. Big Data Drive is a test and learn analytics methodology focused on connectivity, and it exists to accelerate internal capabilities to rapidly iterate, prototype, develop, and scale connectivity solutions for Ford Motor Company. Ultimately, Big Data Drive's goal is to leap-frog present capabilities to compete in the future connected economy. At present, Big Data Drive collects data from Ford employees; the sample of vehicles and the vehicle operation patterns reflected in the collected data to date are not reflective of the wider vehicle population. Installing BDD devices in a captive fleet within the city of Ann Arbor will allow Ford to gain learnings from a more heterogeneous vehicle sample in an urban setting. In addition, expansion of existing BDD operations in Ann Arbor will facilitate a stronger understanding of how Ford will need to collect and process vehicle data in a connected environment. This final report from this project will not be publicly available.	
High-level implementation plan	The UMTRI team will install the BDD devices in Ford vehicles that are part of the Ann Arbor Connected Environment Fleet. Ford and UMTRI will share data. Ford from the BDD device and UMTRI from the dedicated short-range communication on-board device. The team will then analyze the data.	
Project Metrics	Target 100 vehicle installations	

Web Links: [leave blank until project approval]	ccat.umtri.umich.edu