

Private Sector Council 2026 Sandbox Competition: People-Centered Mobility in Transportation

Topic and competition introductory webinar

December 11, 2025

Presentation Outline

- What is “People Centered Mobility”
- Details of the Sandbox Competition for 2026
- Open Question and Answer

This webinar is being recorded (right Kathi?) for future reference by participants

What is People-Centered Mobility?

People-centered mobility (PCM) prioritizes the well-being and quality of life for individuals and communities. The needs, safety, and comfort of people are centered in transportation planning, design, and operations.

Fundamental principles of people-centered transportation includes safety, sustainability, health, efficiency, inclusivity, land use & urban planning, community engagement, and mobility options.

Why are we talking about People Centered Mobility (PCM)?

People-centered mobility (PCM) was established as a Great Idea Group (GIG) of ITE

The ITE People-centered mobility GIG was founded to address the cross-cutting issues of people-centered outcomes for transportation

The goal is to create a group focused on the overall approach and people-centered assumptions guiding our entire transportation system

What does PCM mean to our Community?



How do we define PCM for the Sandbox Competition?

People-centered mobility may be defined as a series of improvements which **prioritize the wellbeing and quality of life for individuals and communities.**

How do we plan and design with a focus on PCM?

That is the challenge of the 2026 Sandbox Competition

People Centered Mobility Improvements, as a general concept, often address one of the following elements:

- **Aging in Place, Healthy Communities, Movement & Place, and Safety (via Safe System Approach)**

How do we differentiate PCM from Other Multimodal Strategies

PCM

A holistic philosophy for designing transportation systems around **human needs, experience, safety, accessibility, and equity**, rather than around vehicles or technology.

Complete Streets

A **street design policy/framework** that ensures roadways are safe and accessible for **all modes**—walking, biking, transit, and vehicles.

Mobility Hubs

Physical places where multiple mobility options—transit, bike share, rideshare, micro-mobility, EV charging—are brought together.

Transit-Oriented Development

A **land-use and development strategy** that clusters housing, jobs, and amenities around **high-quality transit** to reduce dependence on cars.

Core Elements of People-Centered Mobility

- Starts with **people's lived experiences**, not infrastructure.
- Prioritizes **safety, comfort, universal access, simplicity**, and **equitable outcomes**.
- Focuses on **behavior, social context, well-being**, and **quality of life**.
- Chooses the mode that best serves people. It doesn't favor transit, walking, driving, or micro-mobility.
- Integrates **land use, mobility behavior, public space**, and **social equity**.

Sandbox 2026 particulars

What is the same as last year?

The following guidelines and parameters are maintained this year

- This webinar – which is being recorded (right Kathi?)
- All contributors may select to have complete submissions publicly posted on the website.
- Locations will be local to the international meeting.
- Student and professional teams will have different assignment/locations.

What is new this year?

- **Professional teams will see a revised submission process.**
 - A full design solution from every team prior to finalist selection will no longer be required.
 - The initial submission deadline will be earlier and will focus on demonstrating vision, approach, and intent for the project.
 - Only the two teams selected as finalists will complete the full design exercise for presentation.

What is new this year?

- **Professional Timeline**

March 1: Professional entries due and judging.

March 31: Notification to professional team finalists.

- Professional Teams will be expected to commit to attending and presenting at the 2026 Annual Meeting

April 1: Student Entries due

Student Teams: What we are expecting you to deliver

- Complete this application and upload along with your submission (one PDF file) to the judging portal (link)--***Link will be available by January 1, 2026.***
- Each submission is limited to **TEN (10)** 8 ½ X 11 pages including covers, tabs, graphics, and/or images.
- Submitters can use an 11x17 page to present the proposed design and this 11x17 will count as one page.
- Methodology and transferability to other locations is important to the competition. Think of demonstrating the transferability of both overall approach and proposed improvements.
- Explain your thought process and justify all your decisions – for example, did you include dedicated space for people biking, how and why? Why did you provide the bus stop there?

Student Teams: TIPS

The Problem Statement includes the questions we are asking...also, consider the following:

- Does your submission address the questions being asked?
- Does your approach/methodology align with the proposed conceptual improvements?
- Are your planning and design decisions clearly identified?
- Has someone proof-read your submission?

Professional Teams: What we are expecting you to deliver

- Complete this application and upload along with your submission (one PDF file) to the judging portal (link)--*Link will be available by January 1, 2026.*
- Each submission is limited to **THREE (3)** 8 ½ X 11 pages excluding covers, tabs, graphics, and/or images.
- Submitters can use an 11x17 graphic to supplement the technical memo. This 11x17 will **NOT** count as one page.
- The initial submission deadline will be earlier and will focus on demonstrating vision, approach, and intent for the project.
 - Establishing the Vision, Goals and Metrics (i.e. how do you measure success) of the PCM Transportation Plan
 - Outline their Method/Approach for conducting a study and developing recommendations
 - Identify Opportunities and Threats which are to be considered in the plan development

Professional Teams: Finalist Parameters

The selected finalists' requirements are outlined herein:

- The finalists will prepare a presentation for the 2026 ITE Annual Meeting in Detroit
- Presentation should address the outcomes of the plan proposed, which may include, but are not limited to, the following
 - Present the Goals, Vision and Metrics outlined in the initial submission
 - Present the Methods and Approach outlined in the initial submission
 - Present the Results of the Plan for the Future
 - Identify Transportation and other infrastructure improvements necessary. Explain your thought process and justify all your decisions.
 - Methodology and transferability of approach and design concepts are keys to the professional competition. The demonstration of these concepts should be apparent in the submission and presentation.

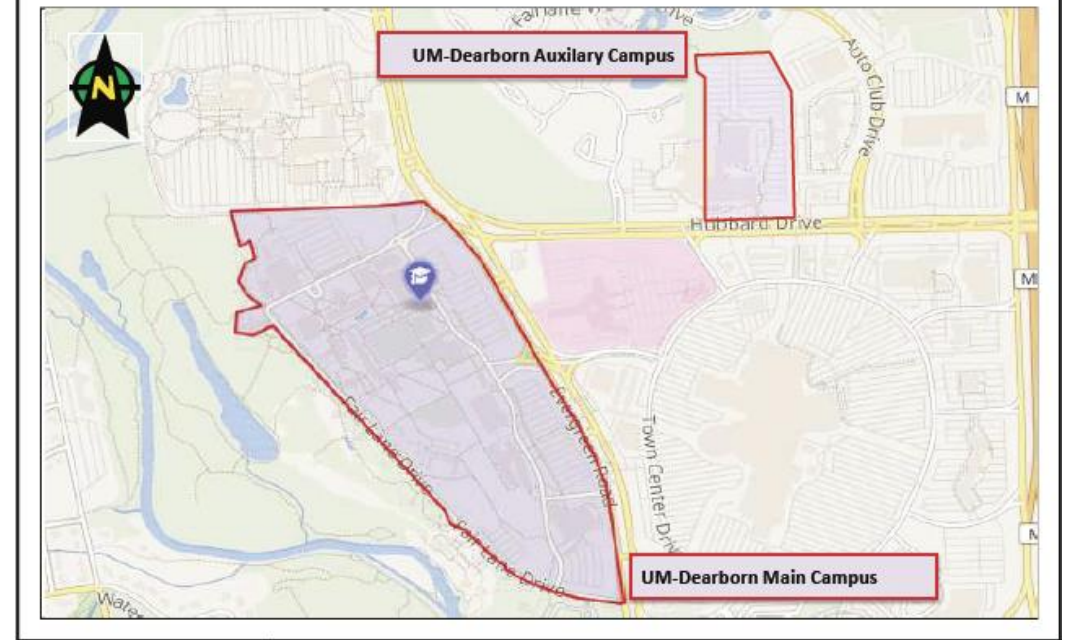
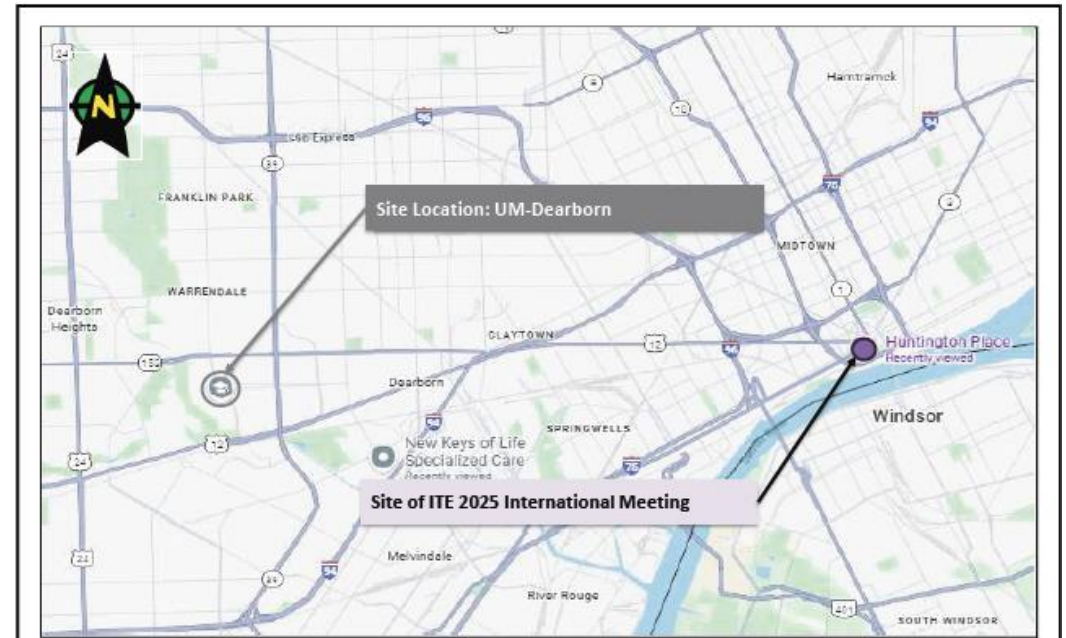
Student Team Problem Statement Overview

- ITE has identified an existing college campus/community.
- The campus/community will be expected to undergo an anticipated increase in residential population over the next 15 years, with the Horizon Year of 2040.
- The existing college campus will be subject to both an increase in population, as well as the reduction of available campus parking and vehicular accessibility.
- Student teams should develop a People Centered Mobility Plan and Roadway Network Design to incorporate the concepts of People Centered Mobility into the existing campus environment.
- The teams should seek to reduce the reliance on personal vehicle movement and evaluate how to prioritize Movement & Place with a priority of people-centered mobility.

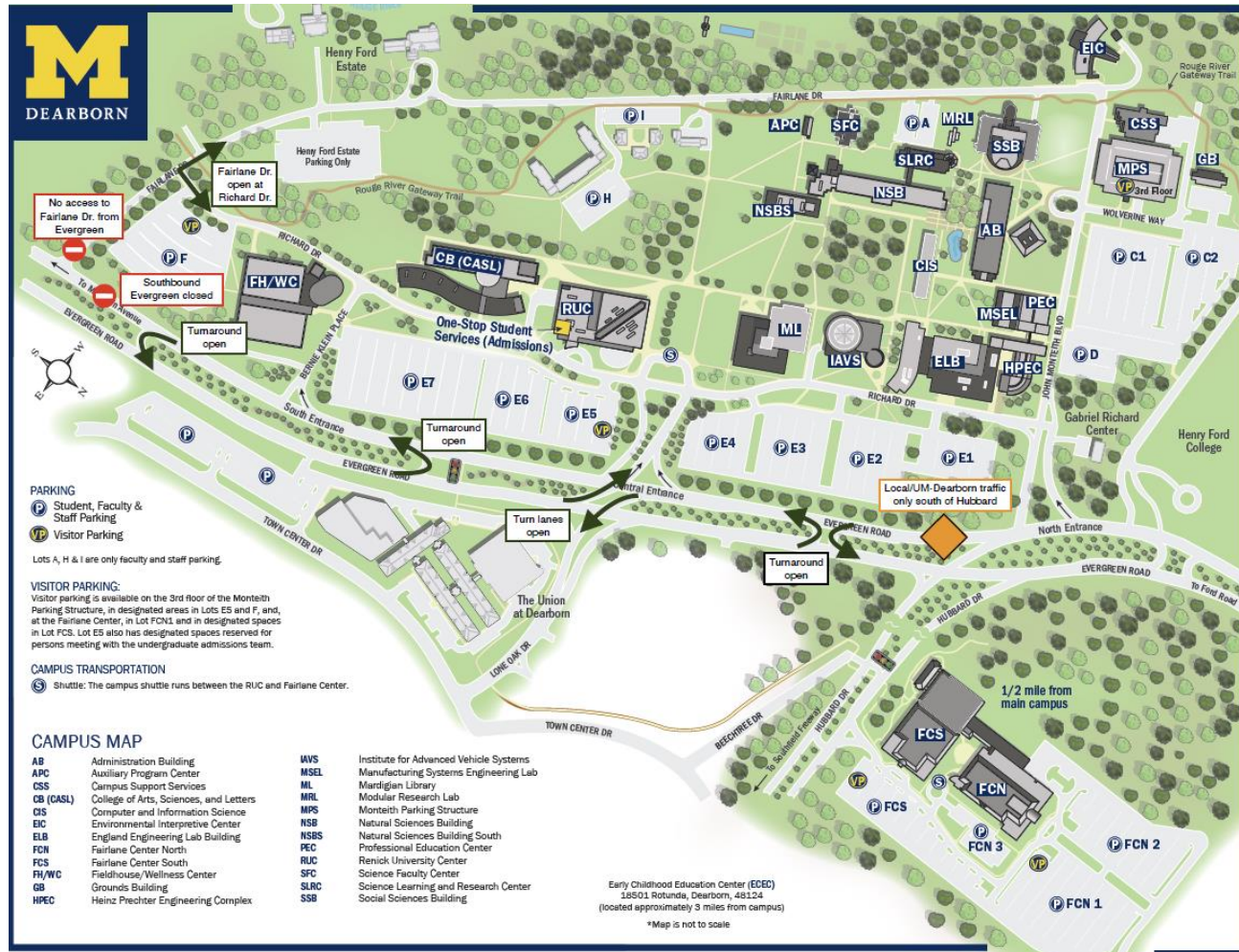
Location: Student

General Information

- University of Michigan—Dearborn has a total undergraduate enrollment of approximately 6,000 students.
- Campus operates in conjunction with University of Michigan Fairlane Center North, which is located to the east along Hubbard Drive.
- The UM-Dearborn has a published Strategic Comprehensive Campus Plan. The plan includes the migration of college facilities from the Fairlane Center to the Main Campus. This plan has lots of good information!
- The ITE Sandbox Competition will focus on how the redevelopment of the Fairlane campus will require a site-specific PCM Plan.
- Campus is located to the northeast of the John D. Dingell Transit Center and west of the Fairlane Town Center.
- The university runs a shuttle service for select apartment complexes near campus.
- There are two existing bus stops along Evergreen Road.



Location: Student



Competition Information

- The primary assumption will be the Fairlane Campus will be redeveloped for campus housing (both existing applicants and new enrollment).
- The housing will increase enrollment by 50% (9,000 students by 2040).
- The addition of campus housing will require a PCM plan.

What to Consider?

- How should the school plan to support the increased residential population with a focus on PCM?
- What services are not currently provided for students living on campus? Where should they be located?
- The existing parking lots are the areas the school can redevelop to implement improvements.
- The PCM includes: movement within the main campus, between the main campus and Fairlane Site, and to the nearby areas of interest.

What is Excluded?

- Assume the existing buildings on-site will remain and be capable of supporting learning activities.
- Parking Lots F and G (southern portion of the site) will remain for visitor parking.

Fairlane Center North + South Auxiliary Campus. School Facilities are proposed to be integrated into Main Campus. This property will be considered available for Campus Housing for the 2026 Sandbox Competition



How should the Existing Transportation Network (both externally and within the campus) be improved to support the PCM Plan for the Campus.



Main Campus. Areas outlined in red are existing parking. Redesign to consolidate parking and repurpose areas to support the PCM Plan for the Campus.



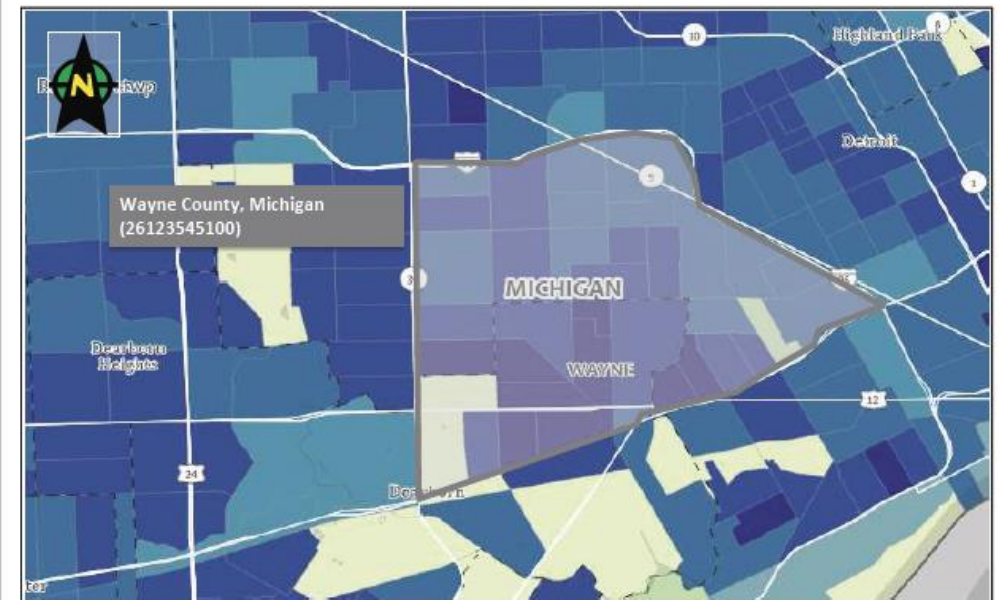
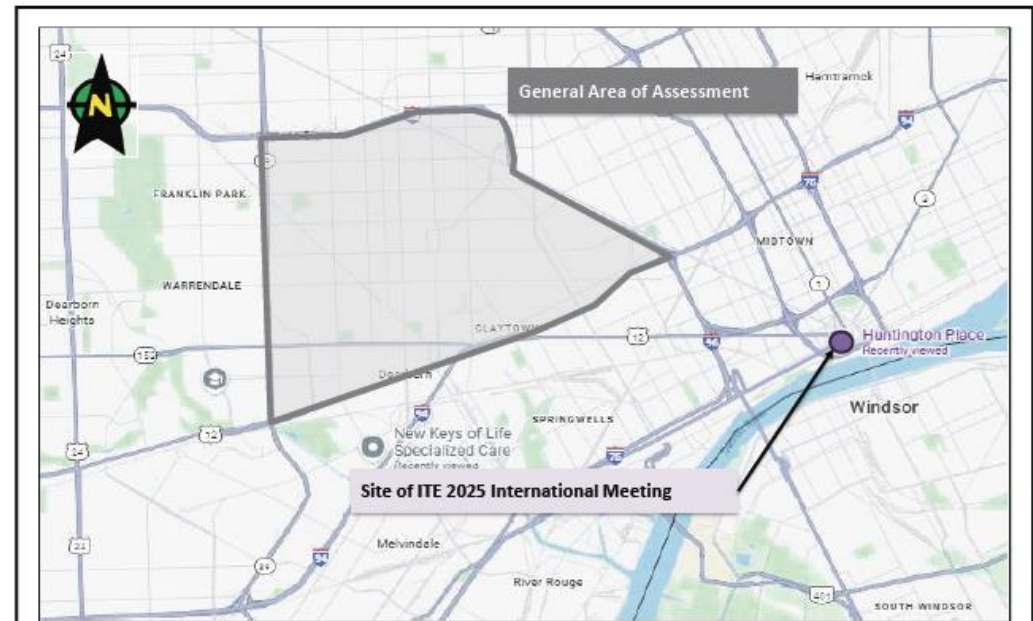
Professional Team Problem Statement Overview

- ITE has identified an existing residential community.
- The community will be expected to undergo an anticipated demographic shift in population over the next 15 years, with the Horizon Year of 2040.
- The community will be subject to both an existing aging population, as well as the introduction of new residents aged 65 and over by the year 2040.
- The consultant team shall be responsible for planning infrastructure to adapt and be redesigned for aging population.
- The plan should look to address aging in place with a Horizon Year of 2040.
- Consider how the system grows and changes over time to adapt to the population.

Location: Professionals

General Information

- Evaluation of Census Tracts in Wayne County, Michigan
- 2020 Census Map
 - <https://maps.geo.census.gov/ddmv/map.html>
- The ITE Sandbox Competition will focus on how the local community/county should plan future improvements to specific tracts in this area through a PCM Transportation Plan.
- Professional Teams should consider how to incorporate a vision, goals and approach to implement PCM to the residential area and address Aging In Place.
- Professional Teams should identify the key areas of interest, land uses or other infrastructure elements and incorporate them into the Approach for the PCM Plan.
- Professional Teams approach should be transferable to adjacent tracts in the general area of assessment.
- Specific Tracts to be assigned are still under consideration.
- The proposed demographic shift will result in the population change from the Year 2020 to 2040.
 - Existing Percent population 65 and over: Less than 15%
 - Anticipated Percent population 65 and over: 50%





The majority of the Existing Tracts in the general area of assessment have an existing "Percent population aged 65 and over" of less than 15.0%.

See Legend from Website.

Census Tract 5472 is highlighted.
Proposed Sandbox Competition will assign each professional team a specific tract, or provide a group of census tracts, to assess in the 3-page submission.



Legend

Percent population aged 65 and over by census tract

- 35.0 or more
- 25.0 to 34.9
- 20.0 to 24.9
- 15.0 to 19.9
- Less than 15.0
- No population

U.S. percent = 16.8

Scoring System

- **Submissions will be scored by category against the other submissions.**
- **Student Scoring Categories:**
 1. Technical Memorandum and Approach to PCM
 2. Proposed Plan to Manage the movement of the people
 3. Safety Improvements are Included, Identified and Justified
 4. Land Use/Other Active Transportation Improvement are included, Identified and Justified
 5. Conceptual Plan Layout, Design Decisions and Improvements are Identified Clearly
 6. Transferability of Plan/Approach
- **Student Final Presentations will be scored separate from submissions**

Scoring System

- **Submissions will be scored by category against the other submissions.**
- **Professional Scoring Categories:**
 1. Technical Memorandum and Approach to “Aging in Place” and PCM .
 - Establishing the Vision, Goals and Metrics of the PCM Transportation Plan
 - Outline their Method/Approach for conducting a study and developing recommendations
 - Identify Opportunities and Threats which are to be considered in the plan development
 2. Transferability of Plan/Approach
 3. Supplemental Graphic (11x17)
- **Professional Final Presentations will be scored separate from submissions**

Next steps

- **Project details and Final Scoring Criteria with Percentages** uploaded first week of January
- **March 1:** Professional entries due and judging.
- **March 31:** Notification to professional team finalists.
- **April 1:** Student Entries due
 - End of April, Student Finalists Notified
- **May 1–July 1:**
 - Teams prepare final presentations for the Annual Meeting.
 - Annual Meeting in July
- **Annual Meeting in Detroit July 19–22, 2026**
 - Final competition to determine the winners in both the student and professional categories

Thank you!
We look forward to seeing your great ideas!