

SOCIAL IMPACT MODEL



We create sustainable solutions that improve the communities in which we live and work

	STEM EDUCATION	VEHICLE & ROAD SAFETY	COMMUNITY DEVELOPMENT	CLIMATE EQUITY
	<i>Advance Education in Science, Technology, Engineering and Mathematics (STEM)</i>	<i>Fuel Safer Practices in and around Vehicles</i>	<i>Improve Neighborhoods and Empower Residents</i>	<i>Equitable Access to a more Sustainable Future</i>
INDICATOR	# of students with multidisciplinary STEM skills for future careers	# reduction of vehicle-related injuries and deaths	# of individuals whose socioeconomic opportunity is improving	# of closed equity gaps related to climate change
SOCIAL OUTCOMES	Increase STEM literacy and equitable access to diverse STEM resources	Increase seat belt and restraint usage	Increase basic literacy, essential technical skills and living wage employment opportunities	Increase in number of people qualified for jobs critical to building a more sustainable future
	Increase presence, achievement and persistence of historically excluded communities in STEM fields	Decrease impaired and distracted driving	Increase access to necessities including food, housing, transportation and financial education	Increase in awareness and/or access to sustainable transportation solutions including EVs and charging infrastructure
	Increase in population of qualified teachers trained in STEM subjects	Increase in and awareness of safe road environments	Increase in innovative and collaborative community improvements	Increase in access to programs that mitigate the effects of climate change, assist with climate adaptation and/or community resilience
TARGET POPULATION	K-12 th grade and college students with an emphasis on women and minorities	All road users with an emphasis on children and teens	Individuals in underserved communities	Individuals in underserved communities with emphasis on BIPOC

DETROIT STRATEGY



We are proud to be headquartered in the heart of the Motor City and support initiatives that help make it an attractive place to learn, work and thrive

	LEARN	WORK	THRIVE
INDICATOR	# of students with grade-level proficiency	# of employed individuals	# of residents/visitors coming to the city
SOCIAL OUTCOMES	Increase in reading proficiency	Increase in vocational and career technical training opportunities	Increase in access to arts & culture institutions
	Increase in high school graduates	Increase in college graduates	Increase in experiences that encourage continued engagement in the city
	Increase in supply of qualified teachers and school leadership	Decrease in barriers to sustainable employment	Increase in livable, sustainable neighborhoods
TARGET POPULATION	K-12 students	Working-age individuals	Current and prospective residents, businesses and visitors