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TECHNICAL MEMORANDUM

TxDOT IAC – Technical Support to the CAV Task Force

DATE: April 16, 2024

TO: Zeke Reyna, TxDOT
Strategic Research Analyst, TxDOT

COPY TO: Lauren, Freriks, Strategic Management Analyst, TxDOT
Beverly Storey, Research Scientist, TTI
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Tim Hein, Research Development Office, TTI

FROM: Robert Brydia, Research Supervisor
Senior Research Scientist, Texas A&M Transportation Institute

RE: Education, Communication, and User Needs
April 16, 2024, Meeting Notes

Attendees:

Beverly Storey	Texas A&M Transportation Institute
Brad Stertz	Audi
Brandi Bush	Texas Department of Transportation
Brian Moore	Bot Auto
Darran Anderson	Texas Department of Transportation
Erika Kemp	Texas Department of Transportation
Greg Winfree	Texas A&M Transportation Institute
Ivana Coleman	CD&P
Lauren Freriks	Texas Department of Transportation
Mia Zmud	MZ Insights
Richard Steiner	Gatik AI
Robert Brydia	Texas A&M Transportation Institute
Tila Grant	Texas Department of Transportation
Zeke Reyna	Texas Department of Transportation

- I. Welcome and Introductions – Zeke Reyna, TxDOT**
 - Thank you for joining us and we encourage engagement in our conversation on the Tactical Information Plan

- II. Opening Comments – Subcommittee Chair: Greg Winfree, TTI**
 - Because this is the public facing side of what we do from a connected automated vehicles perspective, getting the public informed as to what's coming their way is going to be the hallmark of what ensures success and uptake going forward.
 - It's important that we get out in front of any issues, get rid of some of the negativism that is out there and help our citizens understand that, not only is this the wave of the future, but this is where the significant improvements in safety and efficiency will be manifesting to the benefit of the Texas traveling public and to the Texas commercial public.
 - Thank you for all your support to get us to this position.

- III. Priority Topics Update – TTI**
 - Fall 2024
 - Continue development of communication and education plan to share information with the public
 - Establish a statewide reporting mechanism (AKA Dashboard) for citizen feedback
 - Long Range Topics
 - Determine concerns from AV developers. What needs require more thought/information?
 - Review the status of micro-shuttles in Texas and explore opportunities to encourage growth in Texas communities.

- IV. Discussion of Education, Communication and User Needs Tactical Communication Plan**
 - Tactical Communication Plan Focus
 - Goals
 - Educate
 - Generate Awareness
 - Build Trust
 - Increase Adoption
 - Message Themes
 - Safety
 - Education - Develop educational content about connected and autonomous vehicles and how they work with a focus on safety features.
 - Benefits – Emphasize the potential safety benefits of CAV, such as reduction in human-based errors and crash prevention.
 - Opportunity
 - Efficiency - Highlight the potential for CAV to improve traffic flow and reduce congestion.
 - Accessibility - Accessible to people who can't operate a vehicle.

- Independence - Provides autonomy to people that don't want or can't afford a personal vehicle.
 - Innovation
 - Technology - Highlight exciting advancements in CAV technology while acknowledging further development and testing needs.
 - Collaboration - Acknowledge the need for collaboration between key stakeholders for the safe and successful implementation of CAV in Texas.
- Target Audiences
 - TxDOT, DPS, Transit/Transportation agencies
 - Safety coalitions, Alternative transportation groups, Research agencies/centers
 - PAVE, NACTO, ITS America
 - Texas Truckers Association, Technology providers, OEM
 - Occupational drivers, early adopters, non-drivers
 - Important to add persons with mobility issues and/or disabilities to improve quality of life
- Possible Avenues for Implementation of the Communication Strategy
 - Video – opportunities to be downloadable from website, with broad public dissemination campaign
 - User stories (12 previously developed in PDF form that could be transitioned to video)
 - Automated deployment of garbage can
 - Automated pizza delivery
 - Picking up medicines
 - Delivering children to participate in team sports
 - Opportunity for traffic simulation of accidents causing traffic flow obstacles (tie into Efficiency statement and explore secondary accident aspect)
 - Increase awareness with TxDOT
 - Focus groups with TxDOT employees
 - Create and distribute informational materials
 - Newsletters
 - Surveys to measure effectiveness of education (baseline and change)
 - Annual CTR Symposium
 - First Responder Education / Interaction
 - Consider visibility at local events such as Texas Tribune Festival and SXSW
 - Elementary education
 - Why Texas (brining business to Texas)
 - Engaging with IT Caucus – AVIA and PAVE as champions
 - Communicate with other CAVTF Subcommittees to avoid duplication of efforts
- Statewide Reporting Mechanism – Dashboard
 - Content should be mutually beneficial to industry and state
 - Reporting should be accurate and transparent
 - Content should seek to educate and build awareness
 - What metrics best convey necessary information?

- How to make meaningful comparisons between different statistics?

V. Next Steps

- Developing prototype Dashboard for both passenger and freight AV
- Schedule stakeholder meetings for feedback
- Establish an approach that's as fair and equitable as possible while understanding the potential for a legislative mandate

VI. Future Meeting Schedule

- Third Meeting – May 23, 10-11AM CST

VII. Adjourn