



Texas A&M Transportation Institute
 3135 TAMU
 College Station, TX 77843-3135
 979-317-2863
<http://tti.tamu.edu>

TECHNICAL MEMORANDUM

TxDOT IAC – Technical Support to the CAV Task Force

DATE: July 14, 2020

TO: Zeke Reyna, TxDOT
 Strategic Research Analyst, CAV

COPY TO: TTI_Reports@tti.tamu.edu
 Tim Hein, Research Development Office, TTI
 Ed Seymour, Executive Associate Agency Director, TTI
 Robert Brydia, Senior Research Scientist, TTI

FROM: Beverly Kuhn Research Supervisor
 Senior Research Engineer Texas A&M Transportation Institute

RE: Education, Communication, and User Needs
 June 5, 2020 Meeting Notes

Attendees:

Ami Parikh	Stantec
Andrea Gold	University of Texas Center for Transportation Research
Anne O’Ryan	AAA Texas
Beverly West	TxDOT Strategic Planning
Bobby Cottam	Burns and McDonnell
Brad Stertz (PAVE)	Audi, VW Group and PAVE
Bradley Wheelis	TxDOT Austin District
Brian Moen	City of Frisco
Brian Swindell	HDR
Dan Hennessey	WGI
Darran Anderson	Texas Department of Transportation
Dr. Michael Walton	University of Texas Center for Transportation Research
Greg Winfree - CHAIR	Texas A&M Transportation Institute

Hannah Baron	Standing in for JJM - Austin Transportaiton
Jason JonMichael	City of Austin
Jeff Peterson	First Transit
Julia Monso	Cintra
Kathleen Baireuther	Ford
Kelly Nantel (PAVE)	National Safety Council
Kristie Chin	University of Texas Center for Transportation Research
Laureen Isaac	EasyMile
Michael Moore	UT CTR
Mia Zmud	Central Texas Regional Mobility Authority
Rachelle Celebrezze	Cruise
Zeke Reyna	TxDOT
Bob Brydia	Texas A&M Transportation Institute
Ed Seymour	Texas A&M Transportation Institute
Andrea Chacon	Texas A&M Transportation Institute

I. Opening Comments/Roll Call – Zeke Reyna, TxDOT

- Zeke welcomed the group and thanked them for participating in the meeting.
- Zeke took roll call of all attendees.

II. Chair Welcoming Statement – Greg Winfree, Texas A&M Transportation Institute

- Greg thanked everyone for participating.
- Wants to make sure Texas is a significant, if not lead, player in this.

III. Subcommittee Scope and Mission – Zeke Reyna, TxDOT

- Zeke introduced the scope and mission, which is captured in the slide below.

Subcommittee Scope and Mission

- Mission: Develop strategy for education and communication of CAV to the general public. Identify the social needs that a spectrum of user groups encounter that can be improved with CAV. How do ensure we are hearing the users?

CAV Task Force Subcommittee on Data, Connectivity, Cyber Security and Privacy June 5, 2020 1

IV. What Topics are Important to the Members (Round Table Discussion) – Greg Winfree/Zeke Reyna

- Zeke reviewed the previous topics generated by the full task force during the October 2019 meeting. These can be seen in the slide below.

Subcommittee Scope and Mission

- Topics from October CAV Task Force meeting:
 - Overall program info, concept, what, why
 - Call to action? What's the theme/message?
 - Open for innovation
 - Business friendly
 - There's time, this will take a while, but things will be continuously advancing
 - What is happening around the state, nation and world; public awareness of exactly what the CAV activities are in the state.
 - What are current laws in Texas and the nation?
 - Benefits and limitations of CAV capabilities
 - Impact to daily life: Jobs, reliability, disability, e.g. why do I care?
 - What communities/organizations do we need to engage?
 - Engagement strategy and how do we continuously update
 - Website development and currency
 - White papers, newsletter?
 - What can we improve? Feedback/input mechanisms
 - Provide reports to state legislators and governors regarding CAV opportunities, challenges, and guidance (part of a larger conversation for the whole Task Force)
 - Advise local governments on CAV technology
 - Review Education in Drivers' Education, spin-out technologies, "my car does what?", Partners for AV Education (PAVE)
 - What needs to be introduced in education system regarding CAV and impacts; and at what levels? What can be done to involve community colleges and technical schools?
 - How to measure success of communication

CAV Task Force Subcommittee on Data, Connectivity, Cyber Security and Privacy June 5, 2020 2

- A strawman was displayed for organizing the topics. Greg suggested reviewing the topics and the categories they were grouped in, and selecting the top 5 to move forward with white papers.
- A web page is also being developed to flesh out anything the white papers may not cover.
- Group went through main categories to decide what topics should be covered in each:

- Public outreach: need to decide on best methods for educating the public.
 - The website should be a hub with spokes (FAQ, news releases, etc.). The website could also include list/database of current initiatives in the state.
 - Social media should be used as well.
 - Videos could be used to reach public. Lots of videos already exist.
 - Cooperation with media.
 - Help public understand why this is important to them. Possible survey or use previously done surveys?
 - Webinars?
 - Demos are tempting, but difficult to get vehicles.
- Terminologies/definitions need to be brought up. Automated vs. Autonomous.
- Business side (industry) needs to be informed as well.
 - Maybe business side of website. (3 prong approach: public facing, industry, and research focused).
- User needs should be addressed as well (not just urban, but rural too).
- Stakeholder engagement is important to include. Make sure to understand their needs.
- Safety needs to be discussed as well (not just on its own).
- Do we talk about Connected?
 - Connected still on the table? Issues with FCC and threats to GPS.

Additional topics that were not on list:

- Mobility
- Environmental side
- Include EMS into community list (impacts on responses and procedures).
- Need to include component of reality vs utopia idea. Discuss disconnect of what planners are hoping autonomous can accomplish vs what it's being designed to accomplish.
- Some of the more technical aspects of these topics might be better for other subcommittees to tackle.

V. Selection of Top Priorities – Greg Winfree/Zeke Reyna

- Do need to discuss mobility and environment.
- Expand beyond transportation forums to reach general public

VI. Next Steps (Schedule and White Paper) – Greg Winfree/Zeke Reyna

- Zeke discussed cadence of meetings, captured in slide below.

Next Steps

- Meeting Cadence: Every 4-6 weeks equals 4 total meetings
- White Paper
- Full CAV Task Force Meetings

CAV Task Force Subcommittee on Data, Connectivity, Cyber Security and Privacy June 5, 2020 4

- First task is to get website scope and objectives detailed.
 - Need to establish messaging. What key messaging do we need to get out to public?
- Future education discussion:
 - Working with schools (STEM programs and driving schools packets).
 - Education for adult drivers on current vehicle capabilities (My car does what?).
 - Encompass what it means to move to a mobility paradigm rather than auto-centered paradigm over time.

VII. Closing Remarks – Greg Winfree

- Greg thanked everyone for joining and contributing their time.