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TECHNICAL MEMORANDUM

TxDOT IAC – Technical Support to the CAV Task Force

DATE: July 14, 2021

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 17, 2021, Meeting Notes

Attendees:

Ami Parikh	Stantec
Andrea Gold	University of Texas Center for Transportation Research
Beverly Kuhn	Texas A&M Transportation Institute
Bobby Cottam	Burns and McDonnell
Brad Wheelis	Texas Department of Transportation
Brian Moen	City of Frisco
Darran Anderson	Texas Department of Transportation
Ed Seymour	Texas A&M Transportation Institute
Greg Winfree - Chair	Texas A&M Transportation Institute
Jeff Peterson	First Transit
Kathleen Baireuther	Ford
Katie Herbek	Ford
Krishna Satti	Michael Baker International

Kristie Chin	University of Texas Center for Transportation Research
Mia Zmud	Central Texas Regional Mobility Authority
Richard Steiner	Gatik
Robert Brydia	Texas A&M Transportation Institute
Zeke Reyna	Texas Department of Transportation

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

- Welcome to next round of meetings and looking at topics for this upcoming year and possibility to expand on ideas from last year
- Roll call of members and attendees
- Introduced meeting facilitators

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

- Thank to all those who worked through COVID last session.
- We will be looking at new topics and possibly white paper needs.
- Bringing public up to speed as to what these technologies promise so they are all at the same starting point
- Open discussion encouraging wonderful ideas to build upon our conversation

III. Review of Meeting Structure

- Review of Mural Board
 - Basic overview of how meeting structured on Mural and how members of the subcommittee can interact with it.
- Ideal outcome for this meeting to take a vote to narrow down future topics for the Education subcommittee to investigate.

IV. 2021 Subcommittee Opening Facilitated Discussion – Beverly Kuhn

- Opportunities Identified from 2020 Meetings (*comments noted*)
 - Identify the audience and their motivations to enable message development that empower supporters, convince uncertain individuals, and minimize the impact of opponents.
 - *critical to understanding and generating ideas*
 - *mining of existing work would be a good starting point*
 - *different products for different audiences*
 - Use market research to learn about the audience, what they care about, and what messages will best convince them.
 - *this is foundational for the activities for 2021*
 - *could be submitted for TPP consideration for project*
 - Utilize effective message design to keep education simple, positive, personal, and offering a call to action.
 - *public education needed on ADAS; potential usage by FHWA funded traffic safety campaigns via TxDOT*

- Would demonstrations be within our scope, possibly full level 3/4 vehicles or even just some ADAS features?
 - tie-in top PAVE
 - Effectively deliver messages and continually and consistently repeat the message so it will not get lost.
 - *identify appropriate agencies, organizations, affinity groups, etc. to deliver the messaging*
 - *is it to educate about what is going on or actually educate people on the products?*
 - *link existing resources to agencies and groups in Texas*
 - *hone the "why are we doing this" message to be able to answer that question*
 - *include different communication platforms*
 - *Tie into the Road to Zero eventually; messaging*
- Potential Topics for 2021 (comments noted)
 - **Topic 1:** Communications and/or implementation plan: How to create and operationalize
 - *Is it really "how to" or simply to create a CP or IP?*
 - *Implementation plan; involvement of OEMs and innovators and USDOT*
 - **Topic 2:** Effectiveness - from an education perspective - get K-12 education engagement.
 - *Start with the young people; similar approach used with seat belt usage.*
 - *workforce development education related to potential job opportunities; careers related to CAV; start with k-12 activities*
 - *striate by target audience to address unique education needs for elderly users and middle-aged users*
 - *challenge with inconsistencies across applications; OEMs,*
 - **Topic 3:** Need to understand how OEMs are educating the potential consumer market. Examine from the perspective of public perception, that may be their initial viewpoint related to automated vehicles.
 - Perceived lack of buyer understanding of what capabilities and constraints are.
 - Engage OEMs on Task Force to understand their marketing strategies and approach.
 - *standardization of technology for seamless usage across vehicles*
- Other Potential Topics
 - **Topic 4:** *workforce development education related to potential job opportunities; careers related to CAV.*
 - *education campaign*
 - *communication strategy*
 - *operationalize topics from last year*

V. Voting – Beverly Kuhn

- Voting Outcome:
 - 5 votes for Topic 2
 - 3 votes for Topic 1
 - 3 votes for Topic 3
 - 1 vote for Topic 4

VI. Next Steps – Zeke Reyna / Greg Winfree

- We will continue to meet once per month, as in the past.
- Thanks to everyone for participating

VII. Closing Remarks – Greg Winfree

- Thanks for time and attention