TECHNICAL MEMORANDUM

TxDOT IAC – Technical Support to the CAV Task Force

DATE: November 12, 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
                  October 25, 2021, Meeting Notes

Attendees:

Alex Payson	City of Austin
Ami Parikh	Santec
Beverly Kuhn	Texas A&M Transportation Institute
Bobby Cottam	Burns and McDonnell
Brad Stertz	Audi, VW Group and PAVE
Brad Wheelis	Texas Department of Transportation
Cheng Zhang	Texas A&M Transportation Institute
Darran Anderson	Texas Department of Transportation
Ed Seymour	Texas A&M Transportation Institute
Greg Winfree - CHAIR	Texas A&M Transportation Institute
Hannah Barron	City of Austin
Jeff Peterson	First Transit
Madeline Shepherd	Ford

Reza Langari	Texas A&M
Robert Brydia	Texas A&M Transportation Institute
Tina Geiselbrecht	Texas A&M Transportation Institute
Zeke Reyna	Texas Department of Transportation

I. Opening Comments/Roll Call – Zeke Reyna, TxDOT
- Welcome to all subcommittee members
- Roll call of members and attendees
- Introduced meeting facilitators

II. Chair Welcoming Statement – Greg Winfree, Chair, Texas A&M Transportation Institute
- Welcome to everyone and it's a great pleasure to be in your company working on these interesting and innovating ideas and implementations
- The purpose of this call to come up with communications and outreach to the public within the state.
- Not done by this committee, but rather by TxDOT and their resources

III. Preview of Website Changes – TTI Team
- We are working on improving the CAV Task Force website (currently in staging) to be made public within next two weeks.
- We've taken some of the products from last year, such as the Glossary from Terminology paper. It is now a completely interactive online tool.
    - TxDOT to do outreach to other states and entities to make sure awareness of this information and come to agreement about best definitions and verbiage.
- Revamped News links to display top ten, most recent. Updated weekly.
- Links to each subcommittee at bottom of webpage. Subcommittee pages have been updated with graphics and complete set of documents (meeting notes and products)
- The Deployment Map has been updated. We have listing that is being validated via websites and press releases.
    - This is a key component of the website, but we depend on your interaction for that.
        - We have chosen to display with pinpoints rather than sections of roadway.
        - Click on a pinpoint and more information will display.
        - If you would like your deployment added, please submit city and brief paragraph description via email to Zeke Reyna and/or Bob Brydia so we can keep the listing as accurate as possible.
- We would love to have your feedback to make sure we are capturing all information available on this website.

IV. Feedback Exercise on Subcommittee Deliverables – TTI Team
- Please refer to read ahead material sent via email, accessible on the Mural Board.
- This document was laid out so that all participants could see:

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- o What we are going to do
- o How we are going to do it
- o Who we are going to talk to
- o The subjects we want to talk about
- Today's meeting is important, as it sets the framework for everything we are doing now through the end of the calendar year.
- Process to Product Infographic
  FOCUS OF PLAN: Intended audience for this content is the general public
  AUDIENCE IDENTIFICATION
    - o consumers: agency involved in the deployment
    - o consider difference perspectives and kinds of the "general public;" messages for the various audiences
    - o don't overlook the rural communities; likely to be perhaps more prepared to deal with these technologies than urban
    - o Persons with disabilities (blind, loss of hearing), and elderly
    - o how do these vehicles serve the underserved communities that might not have ready access to transit
    - o Coordinate with licensing and registration for their target audiences
    - o business improvement districts
    - o workforce groups; potential employees
    - o neighborhood associations
    - o alternative transportation groups; first/last mile, commute solutions, etc.
    - o safety community
    - o economic development groups; chambers of commerce
  MESSAGE DEVELOPMENT
    - o non-profits targeting STEM and access to tech spaces
    - o educators, schools, ISDs as messengers
    - o live video/animated video
    - o Spanish translations; access via other languages; all disabilities; increase access
    - o anchor partners (e.g., train-the-trainer)
  PRE-IMPLEMNTATION MESSAGE TESTING
    - o Are some elements of messages physical experiences?
  MESSAGE DELIVERY
  EVALUATION
    - o usage of vehicles, services, etc.
    - o in-person opportunities: town halls, Q&A Events, etc.
    - o Post-deployment communication and feedback on the experience/information.
    - o focus on the evaluation of the messaging, not necessarily the technology
    - o this will change and evolve; identify what the iterations need to be as the phases of the communications plan roll out

V. Next Steps – Zeke Reyna
- Thanks to everyone for sharing and input. Great Information
- We will take this information, dive in, and start engaging

- Time frame to bring information to this subcommittee for dialogue should be 4-6 weeks but will be determined in process
- If you have information you want included on the CAVTF website, please let us know ASAP as it will be going live soon.

VI. Closing Remarks – Greg Winfree
- Thanks to all for your comments and being mindful of our timeframe.
- Appreciate everyone considering points in advance.