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## TECHNICAL MEMORANDUM

### TxDOT IAC – Technical Support to the CAV Task Force

**DATE:** January 31, 2022

**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  
January 31, 2022 Meeting Notes

**Attendees:**

Ami Parikh	Stantec
Andrea Chavez	Grace & McEwan Consulting, LLC
Anne O’Ryan	AAA Texas
Beverly Kuhn	Texas A&M Transportation Institute
Brad Stertz	Audi, VW Group and PAVE
Brian Moen	City of Frisco
Chase Bearden	Coalition of Texans with Disabilities
Darran Anderson	Texas Department of Transportation
Ed Seymour	Texas A&M Transportation Institute
Greg Winfree	Texas A&M Transportation Institute
Jordan (Alex) Payson	Jordan (Alex) Payson
Katie Stevens	Nuro
Krishna Satti	Michael Baker International

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

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

- Welcome and thank you for attending this first meeting of the year for the Education subcommittee. We appreciate everyone taking the time to attend and participate
- Review of members and attendee list in lieu of roll call.

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

- Review of our Focus for Today:
  - Goal: Develop 2-3 key messages. This is what the committee/task force wants to communicate to everyone.
  - Audience: General Public
  - Deliverable: Communications Plan
  - Activities Today: Develop overarching messages / Prioritize stakeholders / Help define and prioritize messages at a stakeholder level

**III. Mural Board Discussion – TTI Team**

- Best Practices
  - Audience identification and segmentation—Identifying the audience(s) and their motivations will enable development of messages that empower supporters, convince uncertain individuals, and minimize the impact of opponents.
  - Market research—Learn about the audience, what they care about, and what messages will best convince them.
  - Message design—Several principles define the best ways to design a message, including keeping it simple, staying positive, using metaphors, making it personal, and offering a call to action.
  - Message delivery—Inconsistent delivery will derail even the best messages. Continually and consistently repeat the message so it will not get lost
- Goal
  - Goal: What are the top 2-3 messages to communicate?
  - Ex: The CAVT Task Force is the one-stop shop for CAV activities in Texas
  - Comments:
    - CAV is the future option of transportation in Texas that we all need to be better able to understand and adapt to them on our roadways
    - Fear of the technology and how do we alleviate that?
      - What is the necessity of the technology? Why do we need it and who's asking for it?
    - Accessibility for those with limited resources
    - Skepticism on if AVs will really reduce congestion
      - How will that affect other modes
    - the safety message - what is the opportunity

- Diversity, Education, Jobs, Economic, Advanced Degrees - industry enablers
  - Opportunities for those without 4-year degrees
  - Accessibility for those with limited resources
  - New technology that can give the disabled an equal playing field when they go back to work
  - need to educate at the local level what the technology is really about, how the local communities can prepare for it, and how do they interface at the state level
  - Consumer (user) Workforce Agency
- Stakeholders
  - Reason: Leverage stakeholders to help us communicate messages
  - How do we engage and educate?
    - Texas Legislature
    - Toll authorities
    - Texas Department of Transportation
    - AAA
    - Transportation agencies
    - Vehicle manufacturers
    - Technology providers
    - Vehicle dealerships
    - Consumer organizations
    - Transit agencies
    - Universities and colleges
    - Original equipment manufacturers
    - Consumer technology associations
    - Smart mobility initiatives
    - Research agencies/centers
    - Mobility as a Service providers
    - Businesses deploying CAV for services
    - Disabled, Blind, Elderly, etc
    - rural communities / thought leaders
    - minority groups
    - hospitals, clinics, health care providers
    - motorcycle advocacy groups
    - economic / workforce development groups
    - Mobility dealers that do modifications to vehicles for wheelchair accessibility (Chase can put us in contact)
    - Motorcycles; active transportation advocates
    - PDD's
  - How do we prioritize
    - Some groups are involved in this already - could focus on some of the groups that are "further out on the edges"
    - Reverse hierarchy of awareness--those that know the least should get the most front-end attention
    - Categories:
      - Influencers

- Champions
  - Gatekeepers
  - Public
- Messages for Stakeholders
  - Why is CAV activities good for Texas?
  - As a note: the focus has moved to electrified as a national government focus
    - How do we reengage the focus on technology aforconnected and automated
- Deliverable Outline
  1. Introduction
  2. Communication Best Practices
  3. Communication Plan
    - a. Communication Process
    - b. Stakeholders
    - c. Communication Goals
    - d. Audience Identification
    - e. Message Development and Testing
    - f. Message Delivery
    - g. Message / Communication Evaluation
  4. Conclusion

**IV. Next Steps – Bob Brydia, TTI**

- We will take the feedback that we've heard today and continue to develop this White Paper, with a draft that will go out to the Subcommittee for review. We will then meet again together, go over it in detail, and continue to enhance and refine it so that it reflects the desires of this subcommittee.

**V. Closing Remarks – Greg Winfree / Zeke Reyna**

- We everyone attending which is what makes for a really productive and robust process.
- Thanks to the TTI team for facilitating and to all of you for your great ideas and discussion points.
- Keep an eye out for an invite to a full task force meeting in the next month or so.