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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
November 18, 2022, Meeting Notes

Attendees:

Arin Gray	Texas A&M Transportation Institute
Beverly Kuhn	Texas A&M Transportation Institute
Beverly West	Texas Department of Transportation
Bobby Cottam	Burns and McDonnell
Brad Stertz (PAVE)	Audi, VW Group and PAVE
Brad Wheelis	Texas Department of Transportation
Brain Moen	City of Frisco
Darran Anderson	Texas Department of Transportation
Ed Seymour	Texas A&M Transportation Institute
Erika Kemp	Texas Department of Transportation
Jason JonMichael	City of Austin
Tina Geiselbrecht	Texas A&M Transportation Institute
Zeke Reyna	Texas Department of Transportation

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

- Thank you for joining us today for first meeting of the Education Subcommittee
- Welcome and roll call

II. Mural Board Discussion – Beverly Kuhn, TTI

- Review of White Paper draft
- Introduction
- Background
- Communication Best Practices
- Communication Plan
 - Communication Process
 - Stakeholders
 - Governor's state highway association
 - local government entities - city, county, MPO
 - first responders
 - Travel and tourism; local business development entities
 - Department of Insurance; insurance-related associations
 - Texas trucking association
 - TEEX and other training-related entities (law enforcement, first responders, etc.)
 - Border Patrol (US CBP)
 - Industry trade groups (e.g., ITE, ITS Texas, ITSA, ASCE, AGC, etc.)
 - Department of Emergency Management
 - Advocates for the elderly
 - Tow truck operators and related associations
 - Micromobility vehicles operating in negative space (mobility data specification, etc.); be able to include and connect
 - Omniair - certify that EVL works on various RSUs and across different manufacturers
 - Communication Goals
 - Comments:
 - For print media, it is clear how this works.
 - For planning and/or experiential opportunities and learning activation, how will it play out? The contractor will help us flesh out this approach to message delivery; help with awareness
 - Educate
 - Generate Awareness
 - From the PAVE perspective, for AVs, you almost have to bring the vehicles to the people rather than the people to the vehicles; this is under defined operating domains and what works in one community might now work in another; difficult to make them portable
 - Build Trust
 - Increase Adoption

- Audience Identification
 - Might want to add unique social media platforms such as Next Door
- Message Development and Testing
 - If we can get the larger audience to define 3 key messages that are broad enough but those which the public has not necessarily hear, that is the starting point for the messaging; don't necessarily plow new ground on this; leverage existing efforts and either mouthpiece that and/or expand upon those messages
 - What we want people to learn about this whole effort; each would have sub-messages and/or be tweaked depending on the audience and how the message is conveyed might be different
 - Good to align messages for not only the industry but the transportation users represented, good opportunity for the task force and PAVE to partner
 - City of Frisco: held town hall meetings to invite the public to come to city hall to meet with the vendors
 - PIO put together short videos as the deployments were going on to let the public know what was going on
 - met with first responders one-on-one
 - broader citizen outreach was through town hall meetings and the weekly newsletters
 - STEM program taking PDDs to one of the middle schools - try to put that in their MOUs
- Message Delivery
 - Objective will be to develop the key messages and provide the other entities with the information to develop their own messaging if they choose to do so; maintain consistency
 - Someone from the CAVTF does the communication with the entities to ensure the message gets delivered
 - How does this plan work for experiential learning?
 - Can see how the document works for print and social media leaning.
 - “How” message delivery works for experiential and other forms of learning will be done by the contractors as the work continues.
 - For automated driving you need to bring the vehicles to the people. The ODDs vary widely and could influence how experiential learning could be conducted.
- Message/Communication Evaluation
 - Need to constantly look at the results and determine how things need to evolve, adjust, or modify a message as things change; we need to ensure we are getting feedback from the CAV providers in Texas to see if there is anything they are hearing or seeing from the public; want to be able to quickly adjust that in our plan along the way.
 - Ensure that we are constantly looking at the results. Because of the dynamic nature of the ecosystem, we may need to quickly adjust our messaging

- PAVE is evaluating their messaging and can share their data with Texas CAVTF.
- Strategic Evaluation
- Tactical Evaluation
- Conclusion

III. Next Steps – Beverly Kuhn, TTI

- If you have yet to fully review the White Paper or think of additional comments not mentioned today, please submit them by 12/2/22.
- On December 13th, at 1:00 PM there will be a discussion of the CAV communications plan, if interested, we would love to have you participate.

IV. Closing Remarks – Zeke Reyna

- Thanks to everyone for participation
- Very happy with the way this paper is evolving and I think it's going to be a great foundation for our discussion on the 13th.