



Texas A&M Transportation Institute
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TECHNICAL MEMORANDUM

TxDOT IAC – Technical Support to the CAV Task Force

DATE: September 10, 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
August 18, 2020 Meeting Notes

Attendees:

Andrea Chacon	Texas A&M Transportation Institute
Beverly Kuhn	Texas A&M Transportation Institute
Bobby Cottam	Burns and McDonnell
Brad Stertz (PAVE)	Audi, VW Group and PAVE
Bradley Wheelis	TxDot Austin
Brian Moen	City of Frisco
Brittney Gick	Texas A&M Transportation Institute
C Michael Walton	University of Texas, Center for Transportation Research
Darran Anderson	Texas Department of Transportation
Ed Seymour	Texas A&M Transportation Institute
Greg Winfree - CHAIR	Texas A&M Transportation Institute
Jason JonMichael	City of Austin
Jeff Peterson	First Transit

Jordan (Alex) Payson	City of Austin
Julia Monso	Cintra
Kathleen Baireuther	Ford
Mia Zmud	Central Texas Regional Mobility Authority
Rachelle Celebrezze	Cruise
Robert Brydia	Texas A&M Transportation Institute
Tammy Meehan Russell	Plum Catalyst LLC
Tina Geiselbrecht	Texas A&M Transportation Institute
Zeke Reyna	Texas Department of Transportation

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

- Zeke welcomed the group.
- Will continue to utilize Mural for presentation
- Zeke took roll call of all attendees.

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

- Recognized and thanked those who made preparations in advance

III. Review of Meeting Structure

- TTI reviewed the agenda and discussed using MURAL to support commenting on the white paper outlines.
- White Paper Polling Results

IV. White Paper Outline – Facilitated Discussion

- Terminology
 - Need to speak the same language
 - Important how packaged
 - Will be on website and in WP
 - Desire for comprehensive list
 - All subcommittees will review
 - Terms will be hyperlinked
 - True audience is legislature but will become part of public discourse and journalists need to be able to pass onto general public
 - Make sure the lay person can understand – write as if explaining to grandmother
 - Multiple new terms recommended (see Mural stickies)
- Education – Public Outreach – use creative, multifaceted ways to boil down information, making it digestible for various audiences
 - CAV Technologies and Services
 - Consider categories within CAV to understand full spectrum
 - Break down into constituent technologies and what they promise
 - Trials and Outcomes

- ITS JPO site with list of deployments
 - Austin (CARMA)
 - Arlington / Frisco – of interest to legislators
 - Discuss with private companies to understand what comfortable listing
- Case Studies
 - CV Pilot
 - Smart Columbus
 - NCTCOG – planning level V 2.0
- Public Perception
 - Data available
 - CV Pilot / Smart Columbus – in early stages, but available
 - J.D. Powers / AAA (ADAS)
 - NAVIA shuttle demo user survey results
 - Data coming available
 - UNT and Starship Deployment (later this fall) – customer experience
- Education and Outreach – Define and summarize roles for different levels of government (federal, state, local, etc.)
 - Message Communicated
 - Ensure we include Texas examples
 - Consider what other states have to offer
 - Consider different state agencies, roles, responsibilities (ie: DPA, insurance, etc.)
 - Include links
 - Audience Segmentation
 - Packages for specific audiences – reporters, legislators, staffers, etc.
 - Resource Analysis
- What to Do in Texas?
 - PSA Campaigns (TxDOT cooperation with OEMs?)
 - Content
 - Delivery
 - STEM activities / resources to reach younger generation
 - Workforce development
 - Collect / curate online education videos on website
 - Communication potential impact of NOT participating in CAV pilot testing
 - Communicate how Texas can be the future of CAV
 - Ensure importance of CAV (legislature)
 - Champion with safety statistics
 - ROI, accident reductions
 - congestion release
 - early versions used for COVID -19 purposes
 - Opportunities for Engagement
 - Focus groups
 - Statewide survey

- Virtual tours/demos

V. Next Steps – Zeke Reyna

- Update on website
 - Projected launch set for October 1, 2020
 - Structure being developed with flexibility for future
 - Addresses outreach to
 - Public
 - Industry
 - Research
 - Solid design including visual elements
 - Presenting to TxDOT later this week
- Next Subcommittee meeting 4 – 5 weeks

VI. Closing Remarks – Greg Winfree

- Zeke thanked everyone for productive discussion and participation
- All notes will be condensed into draft for WP for next meeting discussion