



The Eastern Transportation Coalition: Communicating CAV for DOTs: Public Perception, Awareness, and Education Web Meeting

September 24, 2020

Question and Answer Summary

NOTE: Results from the Polling Questions asked during the web meeting are provided at the end of this document.

From Baby Cows to Robot Cars: How to Talk About an Unknown Future

Q: Joe Segale (Vermont AOT): Impressive work in MN. How many staff do you have dedicated to working on CAV?

A: Kristin White (Minnesota Office of Connected and Automated Vehicles): Great question. We have eight full-time staff on our team and two part-time staff. While each of those staff has different roles, all of them have a position requirement to pursue public engagement and communications. We have one dedicated staff person for communications and engagement, and another part-time communications liaison from our central office. But it takes a team!

C: Joe Segale (Vermont AOT): Thanks!

C: Veronica Vanterpool (Delaware Transit Corporation): Very helpful tips and ideas from MN. Thank you.

Communicating & Collaborating Cooperative CAV Strategies within IOOs

Q: Ginna Reeder (The Eastern Transportation Coalition): Posed a question to all three presenters regarding trust and specifically how important it is for the public to trust technology. For Kristin Kolodge - Do you ever get a sense through your work who the public trusts the most? Do they have trust in our public agencies? Or are they looking to the manufacturers for trust? For Kristin White and Carole Delion, I'm interested in hearing about that trust element both internally and externally in your agencies.

A: Kristin Kolodge (JD Power): That's a great question. Trust is centric to consumer acceptance and adaption for this type of future of mobility. It is essential that we recognize the importance of this kind of emotion and what we can do to influence it going forward. From the consumer agency perspective, consumers place trust in your agency to be able to help qualify if this type of technology is going to be safe. One of the metrics consumers look for is the type of "how do I know this is safe and ready to use". Some of that is state



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level, some of that is the federal level, but consumers are looking for that type of qualification that this technology is ready for their use. That is building up to the reasoning behind one facet of the trust element. This trust element has multiple facets. There's going to be the legal and liability elements. What happens if the automated vehicle gets into a crash? There are certainly lots of conversations there, even if consumers think zero crashes are a reality. Your organization needs to have a handle on their messaging moving forward.

A: Kristin White (Minnesota Office of Connected and Automated Vehicles): Adding to that, my response is the public trusts the media and the industry. I'm not sure if trust is the right word, but that is who they're getting their information from. Not to discourage the media because I highly respect them, but they don't fully understand the technology either. So, when they're interpreting an eight-word headline, like an announcement about what Elon Musk is doing, it often isn't accurate. The takeaways are to become involved with Partners for Automated Vehicle Education; they have a brand-new public-sector advisory council; which Minnesota is a member of and I recommend you also become members. Second, AASHTO and the Cooperative Automotive Transportation Coalition are trying to think about new and innovative ways to engage the industry through forums to understand what they're trying to communicate and make sure we can work with them so that the public is hearing one message.

A: Carole Delion (Maryland DOT): I just want to add to consider the different levels of relational trust. You have internal relationships, like your team members. Do they trust you to do certain things a certain way? Do they trust you to do this the safest way possible for an engineering design vs. public outreach? Try to understand where they're coming from, and why they might push back. Regarding trust with the public (external relationships), I resonate with what Kristin said about the miscommunication between what the media says and what is accurate. For example, my family doesn't understand the difference between self-driving and automated vehicles. They're picking that up from the media. Understand that it is not all on you to build trust with the public. It's expanding across your sphere of influence.



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- C: Kristin White (Minnesota Office of Connected and Automated Vehicles):** Kudos to this incredible, all-female panel, to Ginna, and Joanna for organizing. TETC is a leader in this field.
- C: Veronica Vanterpool (Delaware Transit Corporation):** Yes, to the all-female panel. Excellent discussion overall.
- C: Kristin White (Minnesota Office of Connected and Automated Vehicles):** My email is: kristin.white@state.mn.us. We're always happy to collaborate with the Coalition and its members.
- C: Carole Delion (Maryland DOT):** Great big thank you to the Coalition!
- C: Randi Gates (Gaston-Cleveland-Lincoln MPO):** Thanks all! This is probably the most helpful webinar on CAV that I've ever seen/heard.

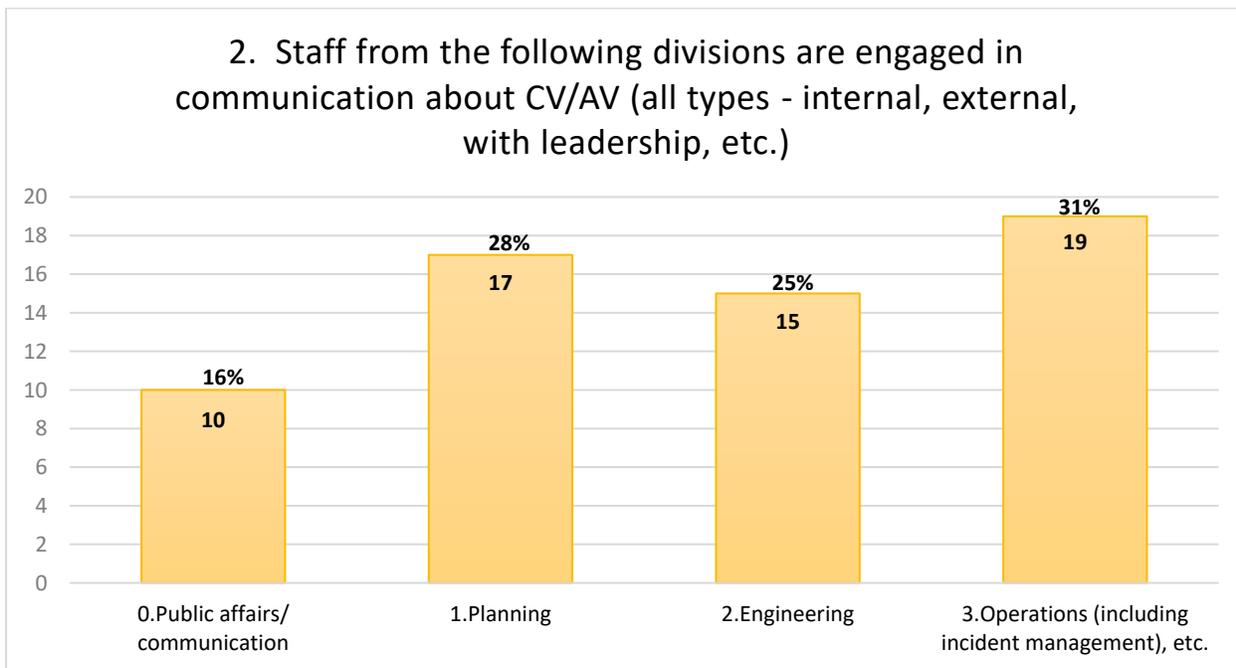
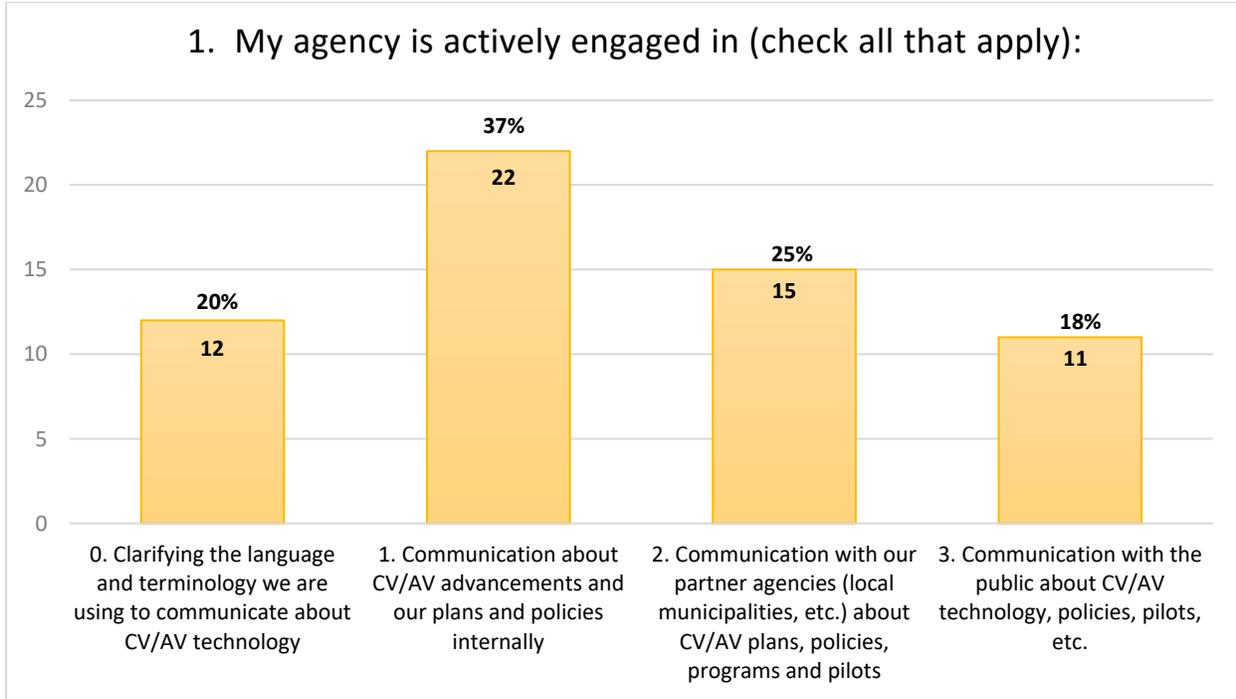


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