



The Importance of Explaining ADAS for Consumer Awareness

J.D. Power's 2022 U.S. Mobility Confidence Index (MCI) Study can be accessed [here](#).

Q: Amir Ibrahim (Michael Baker): Please explain the meaning of “23.1 PP100”. Is that 23.1% per 100 people?

A: Kathleen Rizk (JD Power): It is problems per 100 vehicles. J.D. Power's Initial Quality Study captures the problems customers are having with their vehicles. They are reported in terms of PP100, which means problems per 100 vehicles. To calculate this figure, the total number of problems reported for the model is divided by the number of returns for the model and multiplied by 100.

Q: Amir Ibrahim (Michael Baker): Are the number of unique names the result of proprietary issues?

A: Kathleen Rizk (JD Power): Yes, each vehicle manufacturer wants to market the technology using their names.

Q: Amir Ibrahim (Michael Baker): Is Domino's self-driving vehicle a 100% self-driving vehicle?

A: Kathleen Rizk (JD Power): Domino's in Houston is piloting delivery using the Nuro R2 self-driving delivery vehicle.

C: Amir Ibrahim (Michael Baker): 30% of Customers might go to YouTube on how to use ADAS features.

A: Kathleen Rizk (JD Power): YouTube is a popular place to learn about technology. Unfortunately, what is communicated in these videos does not always address the key information (e.g., what the status icons mean, and limitations) needed to fully understand the feature.

CAV at KYTC - Incorporating ADAS Data

Q: John Roberts (Arizona DOT): What were the conditions of the simulation? Did it include highway and arterial driving, weather, work zones, etc.?

A: Shane McKenzie (Kentucky Transportation Cabinet): The study looked strictly at freeways. Here's what it says about weather, work zones, etc. – “Benefits tied to the reduction in non-recurring congestion were not explicitly examined in the study”.

State of the Industry for ADAS

Q: Amir Ibrahim (Michael Baker): What does “IOOs” stand for?

A: Steve Kuciemba (WSP): Infrastructure Owner/Operator.



The Eastern Transportation Coalition
All Things ADAS (Advanced Driver Assist Systems):
State Projects, Outreach and The State of The Industry
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Q: James Li (MWCOC): I was wondering if you could shed light on what "actions" you referred to for IOOs. Consistent pavement marking? Preparing agency fleet vehicles? Regulation?

A: Steve Kuciemba (WSP)/Lisa Miller (The Eastern Transportation Coalition): From the *USDOT AV 3.0* document; "States may want to assess roadway readiness for automated vehicles, as such assessments could help infrastructure for automated vehicles while improving safety for drivers today. There is general agreement that greater uniformity and quality of road markings, signage, and pavement condition would be beneficial for both human drivers and automated vehicles."

Other guidance documents exist where the following recommendations were made: "Pavement markings specifically designed to deliver greater contrast on any road surface (from black asphalt to gray concrete) are easier to see for both people and machines and will help enhance road safety. Road agencies should improve design guidelines for continuity lines, exit ramps, and intersections, to consider the needs of both humans and machine vision".

Q: David Gray (Missoula MPO): Winter in Montana can be wicked. Missoula plows snow to the center of the street. How do you deal with pedestrians crossing?

A: Steve Kuciemba (WSP)/Lisa Miller (The Eastern Transportation Coalition): Industry standards are being developed in parallel to applications and services being offered to consumers. Sensor technology is rapidly increasing in reliability and accuracy but is still in its early stages. Vehicles are subjected to much more extreme environmental and operational conditions than most of our other consumer electronics – yet our expectations are the same. It will be a while before we see fully automated snowplows operating on a Montana street in the middle of winter. When we do, it will be after rigorous, exhaustive testing.

Q: Lisa Miller (The Eastern Transportation Coalition): How does this body of knowledge coalesce into a strategy? What's the most meaningful for our industry to help us move forward (deployments, guidance, test facilities, etc.)?

A: Chrissy Nizer (Maryland DOT MVA): Each state is focused on different areas; some in terms of deployment, and some in education. What's most important is engagement and conversation. Engaging the government, academia, the public, the media, etc. As technology continues to evolve, we will all learn and share information. A lot of these activities happen at the state level. It's up to us to work within our jurisdictions and share information nationally. We hear from the private sector that the more consistency they have, the easier it is for the technology to continue to move forward. We don't want to stand in the way of innovation, but we want to make sure it's safe.

A: Kathleen Rizk (JD Power): We must work towards standardization across many metrics, not just consumer education.

A: Shane McKenzie (Kentucky Transportation Cabinet): From a state DOT perspective, it's funding. How we can fund and maintain roadways to accommodate all users including these newcomers is mindful of realizing the most benefit for taxpayers.