



The Eastern Transportation Coalition Info Sharing Event
Virtual Information Exchange: Moving the Needle on CAV Research: Recent TETC
Projects for Connected Vehicles
November 9, 2023
Q&A Summary

2023 ADAS Driver Education Pilot Study

Q: Mena Lockwood (Virginia DOT): In your study how is “older” defined?

A: Kathy Rizk (JD Power): We typically use generation labels for our groups. In this case, we were looking at baby boomers and pre-boomers; people around 50 and up.

Q: Peter Calcaterra (Connecticut DOT): Your presentation is EXCELLENT. If you haven't already, it would be great to present your findings to the Auto Innovators Association (representing OEMs) and the various national associations that represent auto dealers. Is that part of the plan for this project?

A: Kathy Rizk (JD Power): We're open to working with TETC on it. This is a proprietary study so it's up to the Coalition what you'd like to do with it. We're happy to support you if you want to take it to different groups.

Q: Chet Osborne (Massachusetts DOT): We're thinking about when we are going to have a mixed fleet of connected vehicles and non-connected vehicles on our roadways and it will be challenging. We're going to have different generations of drivers that are going to have to understand different safety margins and performance characteristics between each car type. As our infrastructure and our driving techniques adapt, we're going to have to train users for both levels of vehicles.

A: Kathy Rizk (JD Power): You're right that different generations will have different expectations regarding these vehicles. Younger generations might not be aware that not all cars have ADAS features.

Q: Mena Lockwood (Virginia DOT): Are there car companies that do a good job of creating ADAS that is understandable? Should that information be shared with consumers (like safety factors are)?

A: Kathy Rizk (JD Power): Some are better than others regarding this technology (for example, the Cadillac SuperCruise). I wouldn't say anyone explains all the technologies and features well. Our data shows a lot of room for improvement especially since customers don't understand the warning messages across most of them. A lack of consistency with naming conventions does not help. Last year I showed a study from Consumer Reports that showed 40 different naming conventions for just AEB alone.



**The Eastern Transportation Coalition Info Sharing Event
Virtual Information Exchange: Moving the Needle on CAV Research: Recent TETC
Projects for Connected Vehicles
November 9, 2023
Q&A Summary**

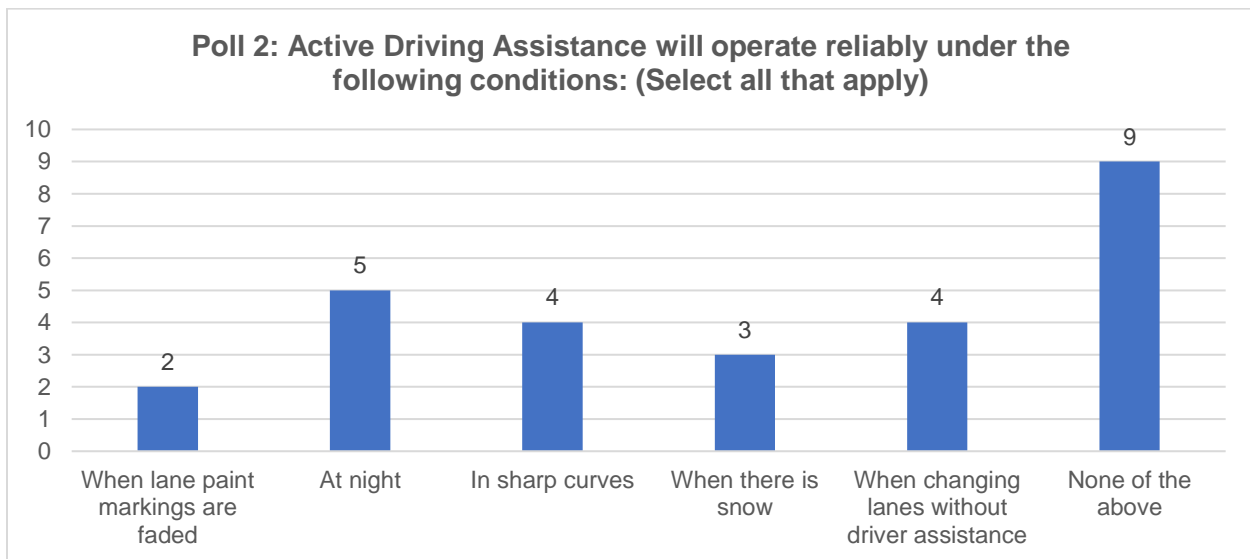
Poll 1: What are you learning through CAV readiness work in your state? (open-ended response):

Responses provided:

The technology is not as ready as the vendor may say it is.

Law enforcement is very interested in understanding these vehicles and how they may interact with law enforcement.

We are starting to think about upsizing our ITS cabinets to make room for future devices, as well as sharing ITS locations that have power and connectivity for side-of-the-road CAV devices.



(The correct response is “None of the above”)