V2I Deployment Coalition TWG 4 Monthly Meeting
Minutes
September 9, 2015 – 12:00-1:30 (Eastern)

Actions

1. Faisal Saleem: Work with Steve Lockwood and USDOT to arrange follow-up discussion between TWG 4 and USDOT regarding Deployment Guidance comments. *It was suggested that this discussion take place during the October or November meetings for TWG 4. The action will remain open until USDOT identifies a publication date for the Deployment Guidance.*

2. All: Review and comment by 9/16 on draft summary of discussion about Issue 6: V2I Outreach

3. Faisal Saleem/Navin Katta: Share summary of discussion about Issues 6: V2I Outreach with USDOT and determine what further action or input may be desired from TWG 4.

4. Ginny Crowson: Research what if any statements were issued in response to Chrysler Jeep hack.

5. Ginny Crowson: Distribute copy of 9/9 meeting presentation with live links for TWG 4 members to further explore sample materials and messaging.

6. All: Continue sharing samples of outreach/educational materials for discussion about Issue 6: V2I Outreach and Issue 11: V2I Consumer Messaging.

Roll Call Attendance

1.	Faisal Saleem (Chair)*	Maricopa Co., AZ	faisalsaleem@mail.maricopa.gov
2.	Navin Katta (Co-Chair)*	Savari Inc.	navin@savarinetworks.com
3.	Darryl Dawson	ITS Engineering Ltd.	ddawson@itsengineering-ltd.com
4.	Ed Alegre	Metro	alegree@metro.net
5.	Koorosh Olyai	Stantec	koorosh.olyai@stantec.com
6.	Gary Piotrowicz*	RCOC	gpiotrowicz@rcoc.org
7.	Mohammed Hadi	Florida Int'l University	hadim@fiu.edu
8.	Elizabeth Birriel*	Florida DOT	elizabeth.birriel@dot.state.fl.us
9.	Martha Morecock Eddy	Timmons Group	martha.eddy@timmons.com
10.	George Webb*	Palm Beach Co., FL	gwebb@pbcgov.org
11.	Jonathan Walker	USDOT FHWA	jonathan.b.walker@dot.gov
12.	Steve Lockwood	PB	lockwoods@pbworld.com
13.	Bob Arnold	USDOT FHWA	robert.arnold@dot.gov
14.	Emil Wolanin*	Montgomery Co., MD	emil.wolanin@montgomerycountymd.gov
15.	Virginia Lingham*	MTC	vlingham@mtc.ca.gov
16.	Robert Rausch*	Transcore	robert.rausch@transcore.com
17.	Naveen Lamba	CH2M Hill	naveen.lamba@ch2m.com
18.	Ginny Crowson (Liaison)*	Athey Creek	crowson@acconsultants.org

*** Denotes core member appointed by Project Team**

August Meeting Recap

Faisal Saleem opened the meeting as the newly appointed chair for TWG 4. He explained that Elizabeth Birriel has accepted another position with Florida DOT and excused herself as chair. Faisal thanked Elizabeth for her leadership and introduced Navin Katta from Savari Inc.

Faisal then recapped the 8/12 meeting which included a review of actions from the previous meeting. The focus of the August meeting discussion was on Issue 6: V2I Outreach during which the group clarified outreach needs; reviewed sample materials available or being developed; and identified gaps to describe what additional outreach may be needed particularly among transportation agencies. A summary of the discussion was distributed for review and comment. In preparation for today's meeting, the group was also asked to send examples of consumer messaging to Ginny Crowson. Other V2I DC activities were highlighted, including efforts to develop a coalition website and Sharepoint resource for the TWGs. All but the following two actions were completed from the August meeting.

1. Elizabeth Birriel and Faisal Saleem to work with Steve Lockwood and USDOT to arrange follow-up discussion between TWG 4 and USDOT regarding Deployment Guidance comments. *It was suggested that this discussion take place during the October or November meetings for TWG 4. The action will remain open until USDOT identifies a publication date for the Deployment Guidance.*

3. Ginny Crowson to coordinate with Elizabeth Birriel, Faisal Saleem and Bob Sheehan to schedule meeting with USDOT to discuss current and developing outreach efforts that TWG 4 can provide feedback on. *This action has since been completed and a meeting has been scheduled between TWG 4 and USDOT to discuss outreach efforts. Details from the meeting will be shared with TWG 4 during the 10/14 meeting.*

Review Issue 6: V2I Outreach Summary

Faisal Saleem reviewed the approach that was used by the group to discuss outreach. He explained that a summary document was prepared to highlight outreach needs and samples of the materials referenced during the discussion. The document was sent to TWG 4 on 8/28 and then send to the chairs and co-chairs of TWG 2 and TWG 5 for further review and comment by 9/16. It was noted that since the summary was distributed USDOT issued two new facts sheets on V2I safety and pedestrian applications, and Martha Morecock Eddy and Virginia Lingham both noted a related V2I outreach effort, "[NCHRP 20-102(5) Strategic Communications Plan for Impacts of Connected Vehicles and Automated Vehicles on State and Local Transportation Agencies](#)." The summary document will be revised based on feedback received and shared with USDOT during the meeting that was arranged by Bob Sheehan. Faisal also shared that his recent attendance at the American Public Works Association meeting underscored the TWG 4 discussion about the need to increase outreach among local level associations.

Discuss Issue 11: V2I Consumer Messaging

Ginny Crowson reviewed the focus of Issues 11: Consumer Messaging which emphasizes the need for public education and marketing, especially as it relates to developing common messages between public and private sectors. The issue also notes that the role of the public sector, in particular, may not be well understood among most consumers and there may be a need to manage consumer expectations while generating enthusiasm for new products and services resulting from V2I deployment. TWG 4 noted in its work plan that it will describe the type of content and guidelines needed for consistent, accurate

consumer messaging related to V2I applications. The work plan further notes that the group's work on this issue will be completed by Q4-2015 (December 31).

Ginny explained that the approach for today's discussion will include a review of what's currently available from government, academia and private industry, and then a discussion about messages being conveyed. The discussion about messaging focused on those that are:

- Common: Used by all or most
- Supportive: Clear, factual
- Questionable: Confusing, potentially misleading

The following materials were briefly reviewed by the group as a sample of messages currently being directed to the consumer:

- USDOT ITS-JPO: Future of Transportation (video)
    - http://www.its.dot.gov/library/media/15cv_future.htm
- USDOT ITS-JPO: Future of Transportation (video)
    - http://www.its.dot.gov/library/media/15cv_future.htm
- USDOT ITS-JPO Images and Infographics
    - http://www.its.dot.gov/press/its_images.htm
    - http://www.its.dot.gov/infographs/index.htm
- UMTRI: A survey of public opinion about connected vehicles in the U.S., the U.K., and Australia
    - http://www.umtri.umich.edu/our-results/publications/survey-public-opinion-about-connected-vehicles-us-uk-and-australia
- Volvo Intellisafe
    - http://www.volvocars.com/us/about/our-innovations/intellisafe
- Ford Smart Mobility
    - https://media.ford.com/content/fordmedia/fna/us/en/news/2015/09/01/ford-smart-mobility-tour.html
- Google Self-Driving Car
    - http://www.google.com/selfdrivingcar/
- USA Today: Six big hurdles before cars can drive themselves (7/28/15)
    - http://www.usatoday.com/story/money/cars/2015/07/28/six-hurdles-self-driving-cars/30770727/
- New York Times: The Web-Connected Car is Cool, Until Hackers Cut Your Brakes (7/23/15)
    - http://www.nytimes.com/2015/07/24/business/the-web-connected-car-is-cool-until-hackers-cut-your-brakes.html

Following review of the sample materials, the group discussed what messages were common, supportive or conflicting. Some of the messages that were noted as **common** across the samples included: safety, mobility, driver in control, vehicle focus (vs. bike, pedestrian or truck), message tone focused on emotion first and technology second. The group also agreed that safety and mobility messages are **supportive** of V2I. It was also noted that the insurance industry has successfully offered performance-based insurance incentives for several years by focusing on the consumer benefit – saving money.

In regard to the potentially **questionable** messages, it was noted that messages related to anonymity, driver in control and being hacked could be conflicting. Drivers remaining in control could be a particularly confusing message when talking about autonomous vehicles and connected vehicles simultaneously. In regard information reported about the Chrysler Jeep hack, Bob Rausch asked who is responsible for addressing negative public messages. Faisal asked Ginny to further research what if any statements were issued in response to the Chrysler Jeep hack. Bob added that messages need to decrease unfounded fears and focus on benefits.

Naveen Lamba suggested there should be different messages geared toward different audiences – those deeply involved in V2I, those simply in the transportation industry, and those with no transportation involvement at all. He also suggested that messages highlight benefits and examples. The images showing data being transmitted from vehicles is useful but still raises questions about what kind of data (e.g. personal or otherwise) may be transmitted. A basic video on data privacy and security may be useful to counteract negative perceptions. Emil Wolanin added that most consumers won't likely be overly concerned about data being transmitted and messages should instead focus on telling consumers what new cars will do to make transportation better for everyone. It was noted that consumers are already "connected" today – just through their cell phones. Navin Katta further suggested that using statistics and facts when discussing benefits will bring reality to them.

The group asked for a copy of the meeting presentation with live links to further review the samples shared and to continue the discussion about messaging at the October meeting.

Discuss Next Steps and Meeting

Faisal Saleem reviewed dates, time and tentative topics for meetings through 2015.

- 10/14, 11:00-12:30 (Eastern)
    - o Continue with Issue 11: V2I Consumer Messaging
    - o Recap discussion with USDOT regarding Issues 6: V2I Outreach

- 11/18, 1:00-2:30 (Eastern) *Revised date/time to accommodate Veteran's Day*
    - o Return to Issue 6: V2I Outreach
    - o Review of newly released Deployment Guidance from USDOT (Tentative)
    - o Further discussion of TWG 4 comments previously submitted

- 12/9, 11:00-12:30 (Eastern)
    - o Return to Issue 6: V2I Outreach and Issue 14: Federal Policy Statement
    - o TWG 4 comments on newly released Deployment Guidance
    - o Input from TWG 1 on federal policy statement to include in Deployment Guidance comments

TWG 4 members are invited to continue sharing samples of outreach/educational materials for discussion about Issue 6: V2I Outreach and Issue 11: V2I Consumer Messaging.

TWG 4 Member Questions/Closing Comments

Jonathan Walker confirmed that next version of Deployment Guidance has been delayed. It is going through final review but the release date is still unclear. Jonathan will keep TWG 4 updated and future meeting topics will be adjusted accordingly.

Elizabeth Birriel mentioned an article in the Miami Herald written by an attorney regarding the importance of technology.

Faisal Saleem shared that he will not be available for the October meeting and Navin Katta will lead in his place.

TWG 4: Deployment Guidance –Work Plan Summary

V2I Deployment Issues	Anticipated TWG 4 Actions	Anticipated Completion Date
Issue 1: V2X Applications	• Identify relevant content from this issue that should be included in the overall outreach in Issue 6 based on TWG 3 findings.	Q1-2016
Issue 2: Complementary Communications to DSRC	*No action planned*	
Issue 3: V2I Data	*No action planned*	
Issue 4: Patents-Intellectual Property	*No action planned*	
Issue 5: Security	*No action planned*	
Issue 6: V2I Outreach	• Provide input to USDOT on V14 of Deployment Guidance.	Completed 6-29-2015
	• Identify outreach that may be needed to increase awareness and support of V2I among transportation agencies.	Q3-2015 and Q2-2016
	• Provide input to USDOT on additional content for next version of Deployment Guidance.	Q4-2015
Issue 7: Understanding the Benefits and Costs of V2I Deployment	• Identify relevant content related to calculating the benefits and costs of V2I applications based on work by TWG 1 that should be included in overall outreach in Issue 6.	Q2-2016
Issue 8: V2I Standards	*No action planned*	
Issue 9: Understanding V2I Liability Assignment	• Identify relevant content related to V2I liability assignment that should be included in overall outreach in Issue 6 based on TWG 2 findings.	Q2-2016
Issue 10: V2I Synergies with Other Emerging Technologies	*No action planned*	
Issue 11: V2I Consumer Messaging	• Develop a description of the type of content and guidelines that are needed to be developed to enable consistent, accurate consumer messaging related to V2I applications.	Q4-2015
Issue 12: V2I Multimodal Applications	*No action planned*	
Issue 13: Infrastructure Processes as V2I Obstacles	• Identify relevant content related to infrastructure processes based on work completed by TWG 1 and TWG 3 that should be included in overall outreach in Issue 6.	Q1-2016
Issue 14: Federal V2I Policy Statement	• Identify relevant content related to a Federal V2I policy statement based on work done by TWG 1 that should be included in feedback on the V2I Guidance documents.	Q4-2015

Issue 15: Maintaining V2I Infrastructure	*No action planned*	