



# CONNECTED VEHICLE PROGRAM – STAKEHOLDER ENGAGEMENT



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# Agenda



1. Stakeholder Engagement Process
2. Overview of Connected Vehicle Stakeholders
  - a) Internal and External Stakeholders
  - b) Key Roles in Advancing Research & Deployments
3. Accomplishments
4. Future Opportunities to Engage



# Stakeholder Engagement Process



## ■ Purpose:

- Serves as a valuable component of the overall Program
- Provides various opportunities to garner input from both the public and private sector
- Stakeholder feedback assists in shaping effective research strategies and outcomes

## ■ Methods of Engagement:

- Feedback on policy research, analytical results and strategy options are the focus of various technical workshops, conferences, and webinars
- Written documents are distributed for public comment

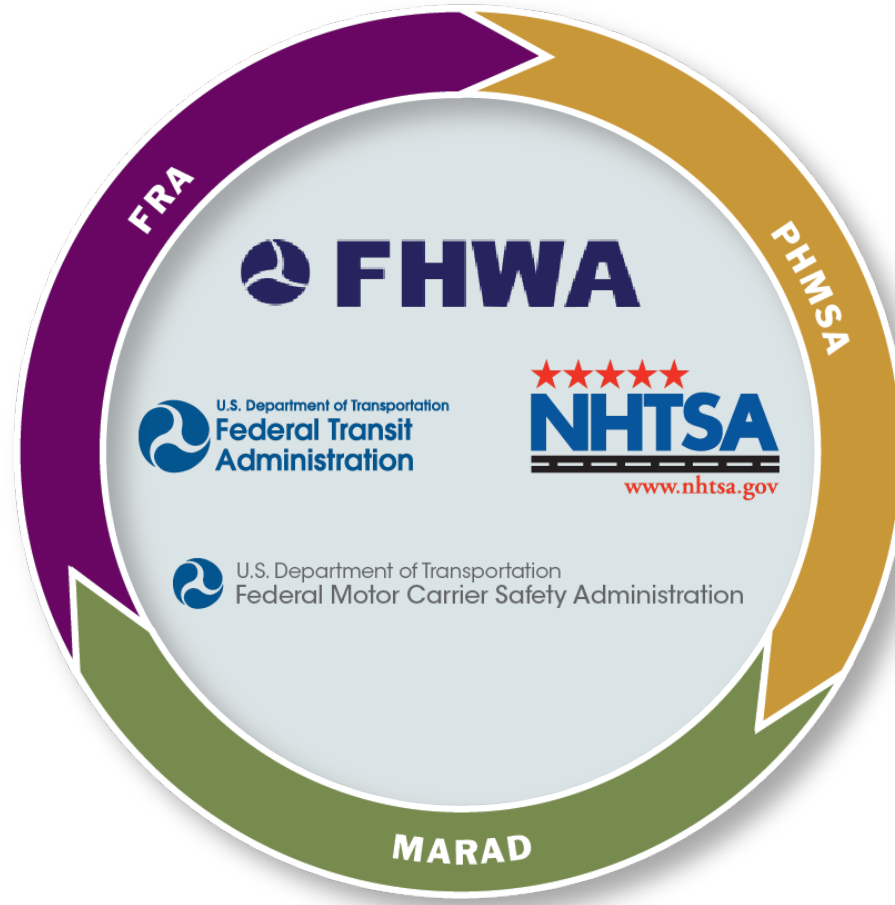
**Successful Together**



Image: istock.com



# Internal Stakeholders



# External Stakeholders



## Vehicle Manufacturers



## Academia



## Public Agencies



## Industry



## Associations/Standards Developers



# Key Roles – State & Local



## ▪ State and local agencies

- Provide valuable insight into the role of agencies in new technology deployment; and identify institutional issues and roadblocks
- Play a vital role on various task forces and in coalitions to:
  - Provide input into developing effective deployment strategies
  - Assist in identifying transportation agency system and operational requirements
  - Provide feedback on needed operational policies and deployment guidance
- Key participants in early deployments
- ▶ **Key Accomplishments:**
  - AASHTO Footprint Analysis & Transition and Phasing Analysis
  - Hosting of test beds
  - Developers and testers of CV application prototypes



# Key Roles – OEMs



## ▪ OEMs

- Provide valuable insight into the role of vehicle manufacturers in transportation
- Examine impacts of deployment strategies
- Serve on various CV tasks forces that provide technical input into establishing robust credentialing and security policies; safety benefits and costs
- Participate in standards development activities
- Participants in early deployments
- ▶ **Key Accomplishments:**
  - CV deployment planning: fleet penetration analyses; aftermarket analyses; telecommunications analyses
  - Development of a Security Credential Management System and Credentialing and Security Policies



# Key Roles – Universities and Trade



## ▪ **University research centers**

- Conduct critical research, development and testing aimed at advancing knowledge and accelerating CV deployments

### ▶ **Key Accomplishments:**

- Prototypes of early CV applications
- Hosts for affiliated test beds and model deployment sites

## ▪ **Trade Associations**

- Provide outreach opportunities during various conferences/forums that foster collaboration and information sharing among all stakeholders

### ▶ **Key Accomplishments:**

- Public demonstrations of CV capabilities at key events
- Hosting of Executive Leadership discussion sessions
- Hosting of training and skill-building workshops





# Key Roles – Advocacy and Vendors



## ▪ **Advocacy groups**

- Provide varying perspectives as input during rulemaking and policy development processes

### ▶ **Key Accomplishments:**

- Privacy Analysis for a Connected Vehicle Environment (2009)
- Represent perspectives of pedestrian, transit, and bicyclist interests during development of CV technologies

## ▪ **Vendors, device manufacturers, application developers, systems integrators**

- Provide technical input and expertise on deployment scenarios
- Key participants in test beds and early deployments
- Key participants in consensus-based standards development activities

### ▶ **Key Accomplishments:**

- Completion of the Foundational Standards for a Connected Vehicle Environment
- Prototypes of early CV applications



# Opportunities to Provide Input



- Annual Meetings
  - ITS America Annual Meeting
  - Automated Vehicle Symposium
  - Transportation Research Board Meetings
- Various Conferences
- Cooperative Agreements, Contracts, RFIs
- Direct contact with ITS JPO staff



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