Creating Municipal Autonomous Vehicle Districts
Global Autonomous Vehicle Partnership

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The Landscape
Inevitably autonomous vehicles will become the dominant form of ground transportation...

Why? When? and Why not sooner?

• AVs bring staggering advantages:
  – Radically decrease 94% of accidents attributed to driver error & 1.25M people globally that die annually in auto accidents
  – Create leaps in productivity & efficiency generating trillions in economic growth-radically changing our transit time
  – Will allow huge changes in medical needs, deployment of law enforcement resources, and our court system
  – Transform transportation economics including manufacturing, selling, insuring, ownership and availability
  – Dramatically alter the environment for the better
  – Will create many more unanticipated benefits – and challenges once they become ubiquitous
Challenges
3 challenges lay ahead...

Technological —
Technology / Connectivity / Security / Standards

Regulatory —
Environment must be sufficient to ensure safety, but open enough to nurture innovation

Societal —
Consumer adoption plus labor force and business disruptions – there will be both winners and losers
Mission

What can we, and you, do to make AVs happen sooner?

Create real world test beds – establish AV districts within municipalities to:

• Create and harvest “real world” data and knowledge of how AVs operate
• Capture the imagination, provide vision and inspire others, spurring innovation and accelerating rate of AV adoption
• Provide a laboratory where manufacturers, operators, and technology companies can operate; generating data and knowledge creating informed and smart solutions
• Aid municipal, state and federal governments, urban planners, insurance companies and other constituencies to prepare for the coming reality of AVs
Strategy

• Select and make a city and its sponsors a showcase for 21st century transportation innovation
• Reduce market resistance
• Accelerate market development
• Provide funding and expertise to support Innovation, overcome obstacles and promote opportunities
• Bring together the different constituencies and beneficiaries to collaborate in order to further the development of this technology
Benefits

Facilitate the Development of the AV Commercial Marketplace:

• Via observation and data collection in complex “real world” environment

• By harvesting ideas and innovations from this “real world” test bed

• Creating rare opportunity for a common approach allowing multiple AV manufacturers to plan and operate in same environment

• An early opportunity to apply lessons learned from testing - from technological to marketing communications

• By fostering familiarity and acceptance
Benefits (Continued)

For Sponsors:

• Significant marketing, public relations, brand, and communication programs
• Foster familiarity accelerating adoption / acceptance
• Observation in complex “real world” environment
• Data collection to enhance product offerings
• Opportunity for common experiences, allowing multiple AV manufacturers to operate in same environment
Benefits (Continued)

For Municipalities:

• Opportunity for leadership role in world altering project
• Infusion of funding and expertise
• Potential additional investments beyond GAVP award – potential corporate sponsors, foundation and government grants
• Partnering with leading technology, corporate, government and not-for-profit organizations
• Door opener to tech world and greater economic development
Mechanics

Sponsorships from each of the following categories:

- AV manufacturers
- Technology firms
- Sensor / telematics firms
- Communication firms
- Infrastructure providers
- Insurers
Framework

Engaging suitable municipalities:

• Population of 35,000+
• Initial mixed use district of $\frac{1}{2}$ square mile or greater - in operation at least 25 hours/week – followed by rapid expansion - 1 year minimum
• Suitable pilot program area
• Committed political and community leadership
• Operational and infrastructure commitment
• Willingness to support district pilot program economically
• Corporate, research, educational, partnerships and commitments
• Technical infrastructure
Engaging suitable municipalities:

• Appropriate regulatory environment plus adequate insurance coverage
• Plan to collect and manage data
• Appropriate communications apparatus for awareness program to educate public, and provide robust monitoring, data collection and dissemination
• Risk mitigation plan
• Achievable budget and timeline
• Proximity to auto or auto parts manufacturers and/or technology firms - a plus
• Demonstrable leadership in transportation issues - a plus
Engaging suitable municipalities:

- Municipalities will be chosen by a panel assembled by GAVP.
- Winning municipality will receive a preliminary grant along with a guidebook for implementation.
- Funding will cover hard costs for infrastructure, operational and technical needs, along with marketing and communication expenses.
- Funding will be a combination of cash, in-kind contributions and required expertise.
Thank You!

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