AV Tech: (Em)Bracing the Impact

Rob Fischer

Two Hats

• GTiMA
• Wisconsin AV Proving Ground
Goals

1. Introduce WI AV Proving
2. Pop Quiz
3. Why AV’s matter to you?
4. How you/we should prepare?

Who are we?

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Who are we?

**AUTOMATED VEHICLES IN WISCONSIN**

**Ten Designated AV Proving Grounds**

- University of Wisconsin-Madison
- American Center for Mobility (ACM) at Willow Run
- City of Pittsburgh and the Thomas D. Larson Pennsylvania Transportation Institute
- U.S. Army, Aberdeen Test Center
- North Carolina Turnpike Authority
- Texas A&M Transportation Institute
- Texas Air Mobility Development Partnership
- Central Florida Automated Vehicle Partnership
- San Diego Association of Governments
- Missouri Department of Transportation
- Detroit Area Transportation Authority
- Wisconsin Automated Vehicle Proving Grounds

**Autonomous Vehicles**

**AV**

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AV TECH: (EM)BRACING THE IMPACT

Shared Mobility

Shared

Electric Vehicles

EV

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The Future of Mobility
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What is an AV?

What is an AV?

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Sensors Form ADAS

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Pop Quiz

• National Leagues of Cities

• Conducted a content analysis of city and regional transportation planning documents from the 50 most populous US cities, as well as the largest cities in every state – a total of 68 communities.
Pop Quiz Question 1

• How many of your long-term plans consider the potential effect of driverless technology?

National Trend

• 6%

• Despite the fact that communities will need to determine whether to create separate lanes or zones for AVs as well as what to do with acres of potential unnecessary parking.
Pop Quiz Question 2

• How many of your plans take into account private transportation network companies (TNC) (i.e., Uber)?

National Trend

• 3%

• As TNC’s grow in popularity and services that are using buses to carry multiple passengers, the networks will be in direct competition with public agencies.
Pop Quiz Question 3

• How many of your plans contain explicit recommendations for new highway construction?

National Trend

• 50%

• Highlight the fact that many cities have not yet realized the potential of new mobility trends….represents classic model: grow infrastructure to handle congestion.

• Only 12 percent of plans are clear that no new highways are under consideration
Quiz Results

• You pass, but we are still utterly unprepared

Why do AV’s matter to you?
Why do AV’s matter to you?

1. Because they are coming, and it’s your job to plan for them.

2. The upside is potentially huge.

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How do you/we prepare for AV’s?

1. Pick your wine glass
How do you/we prepare for AV’s?

1. Pick your wine glass
2. Pick your strategic posture and **work with the technology companies** to explore how their technology can help your community

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**STRATEGIC POSTURES**

- **An assertive strategy:** intended to promote your community as an innovation hub and to develop an overtly supportive environment for AVs.
- **A permissive and hands free strategy:** intended to allow AV companies to operate in your community free of burdensome regulations, similar to the approach adopted in Pittsburgh.
- **A cautious strategy:** intended to set serious limiting parameters around AVs until the technology is proven elsewhere and until your department determines how the technology can help address the state’s needs.

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How do you/we prepare for AV’s?

1. Pick your wine glass

2. Pick your strategic posture and work with the technology companies to explore how their technology can help your community

3. Select a technology

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How do you/we prepare for AV’s?

1. Pick your wine glass

2. Pick your strategic posture and work with the technology companies to explore how their technology can help your community

3. Select a technology

4. Implement

Process and Timing

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Conclusion

• Pick your wine glass
• Work with Tech Companies
• Implement
• Be open minded to changing your planning/hiring/training process (smart gov.)
• Never forget: Technology is just a tool!

WI AV Proving Ground Invitation

• Form a working group
• Partner with M2C3
• Join/Participate in our monthly AV talks
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