



# Creating Municipal Autonomous Vehicle Districts Global Autonomous Vehicle Partnership

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# The Landscape

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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

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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

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- 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

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## 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)

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## 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)

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## 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

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Sponsorships from each of the following categories:

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

# Framework

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## Engaging suitable municipalities:

- Population of 35,000+
- Initial mixed use district of ½ 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



# Framework (Continued)

## 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*



# Framework (Continued)

## 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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