

# Statewide CAV Messaging and Communications Plan

## Project Background

Connected and automated vehicle (CAV) technologies are rapidly advancing with the goal to save lives, provide better access to transportation, connect communities to jobs and healthcare, and reduce disparities. Many organizations are currently planning and preparing for CAV, with very limited public knowledge and information. National research shows the general public's little to no understanding of CAV has created a lack of trust in CAV.


Engaging Minnesotans in a strategic, coordinated and meaningful way will help build public trust as well as plan for the transition to a self-driving world.

MnDOT is partnering with HDR, New Publica, Policy Grounds and WSB to develop a collaborative, statewide approach to understand how we should talk about CAV, engage organizations and communities across the state, build public knowledge, and understand the needs of Minnesotans.

## Project Goals

1. **Build knowledge and trust** in CAV technology and how the state is planning and preparing for it.
2. **Develop ongoing, meaningful relationships** with organizations and communities across the state.
3. **Create uniform messaging** that can be shared across organizations and engage all communities.

## MnDOT CAV Goals

-  **Safety** – Support deployment of CAV technology to improve safety and achieve Toward Zero Death (TZD) goals.
-  **Efficiency** – Harness CAV technology to improve the efficiency of the transportation system. Strategically invest in technology.
-  **Equity and Accessibility** – Use CAV technology to improve transportation equity and accessibility for all Minnesotans.
-  **Economic Benefits** – Position Minnesota as a place to safely test and deploy CAV in order to accelerate public benefits and encourage workforce and economic development
-  **Trust and Understanding** – Engage the public and other stakeholders to build trust and develop understanding of CAV.
-  **Readiness** – Support the state in preparing the organization to proactively address changes in transportation technology.
-  **Sustainability** – Enable CAV technologies that have the potential to promote environmental and fiscal sustainability

## Connected and Automated Technology Can Advance State Goals



EQUITY  
MOBILITY  
ACCESS



EFFICIENCY  
MULTI-MODAL  
INFRASTRUCTURE



WORKFORCE  
DEVELOPMENT



GROW BUSINESS &  
ECONOMIC  
EQUALITY

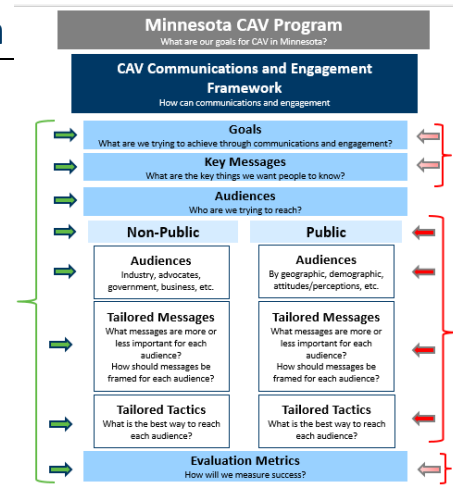


PUBLIC HEALTH &  
ENVIRONMENT

# How We're Developing a Statewide Engagement Plan

This project helps answer 6 key questions:

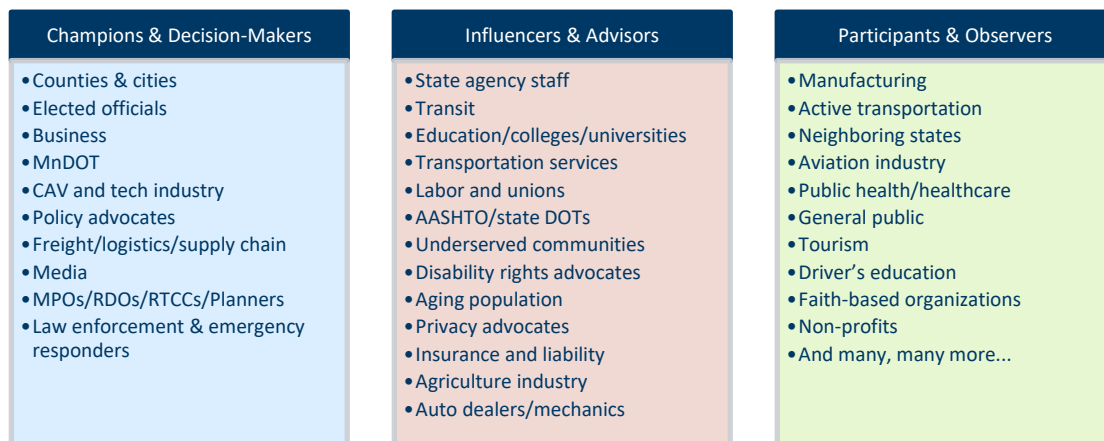
1. **What** are our goals for talking about CAV and engaging communities?
2. **What** do we want our messaging to convey?
3. **Who** do we need to connect with?
4. **How** do communities and organizations want to be engaged?
5. **How** do Minnesotans want our state to prepare for CAV?
6. **How** do we determine if this project is successful and meets its goals?



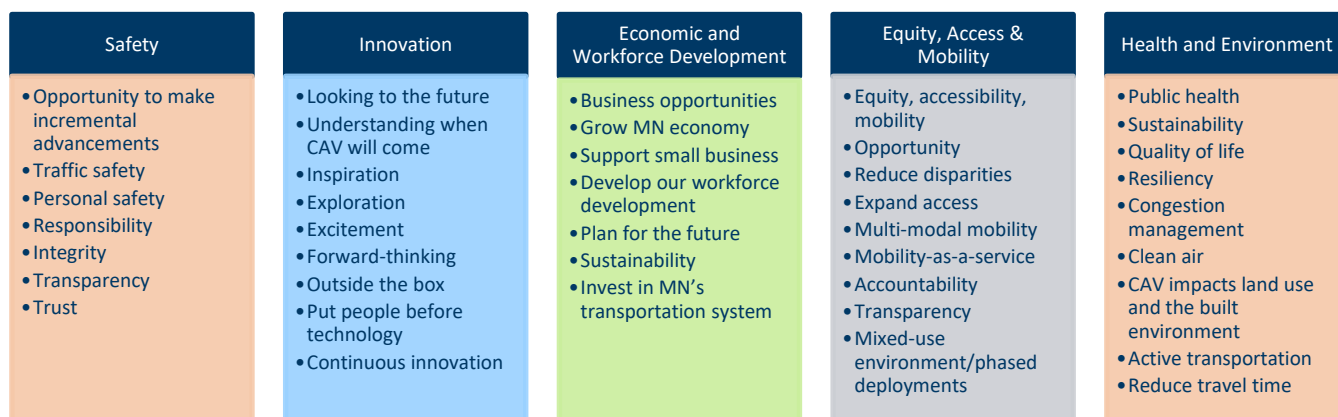
## Who Will Be Involved?

Communities and organizations across Minnesota will be involved to provide feedback.

This figure is not an exhaustive list of stakeholders that will be critical to advancing CAV in Minnesota but depicts how stakeholders could be identified.



## Why Do Communities Want the State to Prepare for CAV?



## How Do I Get Involved?

Contact  
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