

# CAV Innovation Alliance Outreach & Education Committee Kick-Off Meeting Summary

Monday, August 3, 2020

1. **Welcome and introductions** – Tara Olds convened the meeting.
2. **Attendees**:

* Jeanne Aamodt, MnDOT Public Engagement
* Gina Baas, Center for Transportation Studies, University of Minnesota
* Katie Caskey, HDR
* Ted Coulianos, MnDOT Freight & Commercial Operations
* Margaret Donahoe, MN Transportation Alliance
* John Dukich, MnDOT Government Affairs
* David Fenley, MCD
* Tina Folch, League of Cities/CAV Advisory council
* Dale Grove, Stantec
* Shawntera Hardy, Poliicy Grounds
* Ashley Hudson, Bolton & Menk
* Tom Hoene
* Mark Kresbach, Dakota County/MCEA CAV committee
* Tammy Meehan Russell, Plum Catalyst
* Keith Mensah, MnDOT CAV-X
* Erik Minge, SRF
* Mark Nelson, MnDOT Transit
* Tara Olds, MnDOT CAV-X
* Myrna Peterson, Mobility Mania/CAV Advisory Council
* Wayne Sandberg, Washington County/MCEA
* Hally Turner, MnDOT Planning
* Marc Valencia, New Publica
* Joan Willshire
* Kristin White, MnDOT CAV-X
* Courtney Whited, MN Board on Aging

1. **Background** – CAV-X provided background on the Governor’s Advisory Council’s goal to explore partnerships and engage communities to advance equity, mobility, accessibility, public health and environment. Innovation Alliance was established by Council to support MnDOT and coordinate statewide efforts. Alliance have 5 committees, including safety, labor, connectivity/data infrastructure and this outreach committee. **Council member Peterson** is excited about the alliance and how we expand on the talents that the different members and organizations have. **Council member Folch** stressed the importance of local staff and elected officials understanding CAV to make strategic decisions, particularly with budget constraints. Innovation alliance goals include:
   1. **Create a network**
   2. **Coordinate activities**
   3. **Implement recommendations**
   4. **Develop priorities**
   5. **Share lessons learned and best practices**
2. **Roles and Responsibilities; Co-Chair Welcome** – Katie Caskey and Gina Baas are nominated by the Commissioner as co-chairs. John Dukich will serve as facilitator. Membership is capped at 30 individuals. May create ad-hoc working groups if needed. Using a process similar to Transportation Research Board committees. CAV-X staff provide administrative and meeting support to chairs. MnDOT staff are our technical members and advisors. **Co-chair Baas** welcomed the group, noting the challenges and opportunities that face the committee, but this group can help overcome those with their expertise. We face a lot of skepticism and fear from the general public, based on national surveys. Need to help public understand what our vision of the future with CAV looks like. The pandemic and George Floyd have sparked new challenges and opportunities for the CAV vision in Minnesota. **Co-chair Caskey** is excited to see the group come together. HDR is working on a project with MnDOT to develop a CAV communications framework.
3. **Background on MnDOT outreach and communications** – MnDOT is developing a statewide CAV messaging and outreach plan. The plan’s goal is to build trust in how we plan and prepare for CAV, develop meaningful relationships, and institutionalize MN’s CAV communications across projects. The project is conducting some background research, interviews, media listening, surveys and data analysis. Preliminary results show that people tend to “love it or hate it.” It’s important to frame CAV in terms of broader community goals. Many are concerned about equity and accessibility. Demographics suggest that those talking about CAV online are primarily young men. **Co-chair Baas** noted that local government staff and elected officials are key audiences. This committee is helping the Alliance and Governor’s Advisory Council focus on education for state legislative members?
4. **Goals and committee actions** – **Council member Petersen** noted that rural Minnesotans do not have convenient, accessible transportation and have limited broadband. We are trying to reach active aging populations. If committee members have ideas on people we should interview, reach out to **co-chair Caskey. Co-chair Baas** asked about a general PowerPoint presentation as part of the plan to support a speakers bureau!
   1. Short-term goals include
      1. **Standard presentations**
      2. **Canned articles to share with groups**
      3. Statewide CAV Messaging and Engagement Plan
      4. Survey
      5. Website
      6. Newsletter/webinar
      7. Annual conference
      8. Tech showcase
      9. Demonstrations – Leverage upcoming demonstrations to educate
      10. **Raising awareness in rural communities**
      11. **Accessibility of the vehicles and broadband expansion**
   2. Preference for strategies that help with relationship building, which is part of the focus of the Strategic Communications and Engagement Plan. Many items listed as short term goals fall in the education bucket and are rooted in one-way communication methods.
   3. Is there a legislative ask for the next 6-12 month time period? Is there a message for candidates running for office? I-CAV is convening two policy working groups to develop frameworks for both an AV testing/deployment bill and an automated delivery device (e.g. robot delivery) bill.
   4. Committee should examine existing data on public awareness, even if not from MN. Results have shown that folks either fear the technology or it's not on their radar because of disbelief (too futuristic).
   5. Labor and Workforce Committee is working on curriculum development and STEM outreach so there could be collaborative activities with this committee in the future.
   6. CAV ambassadors - Partnering with organizations that are aligned in the spaces of “the future of transportation” or “the future of work.” Having trusted ambassadors share messages and information has proven to be a successful strategy in other engagement/outreach efforts.
   7. For example, youth can be a portal of trust to some older adults, e.g. grandchildren teaching their grandparents to use tech. In addition, youth participate in a City-led Commission which is similar to this. Youth could be ambassadors for CAV efforts.
5. **Closing and next steps – Between now and the next meeting:**
   1. CAV-X will work with co-chairs on distributing meeting summary
   2. CAV-X will work with co-chairs to discuss short term goals discussed and will propose 3-5 actionable short term goals for the committee to work on in the next 6 months
   3. Committee members will share contacts with CAV-X for additional committee members