

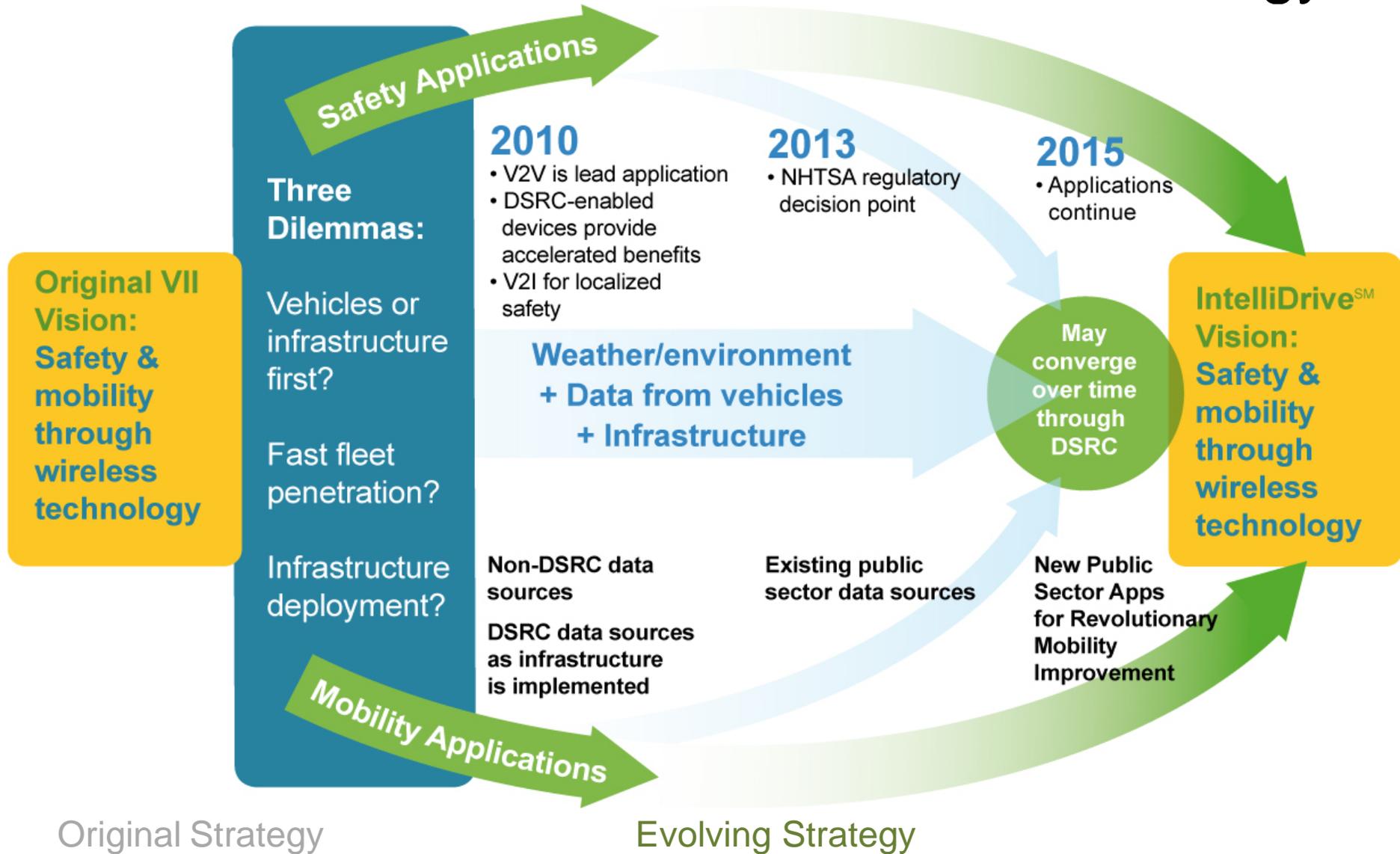
# IntelliDrive Policy and Institutional Issues Research

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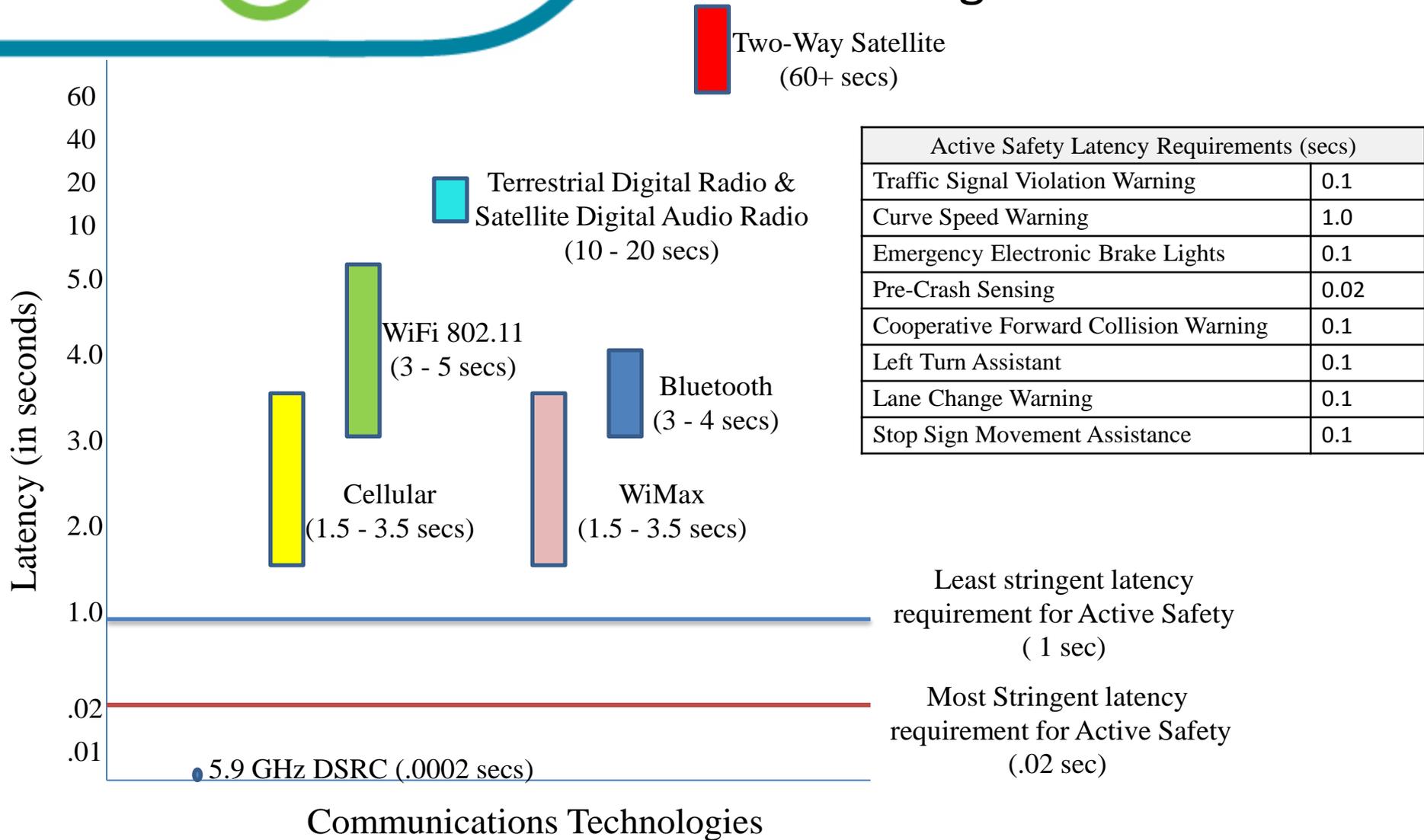
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# IntelliDrive<sup>SM</sup> Strategy



# Latency vs. Communications Technologies For IntelliDrive



Note: Y-axis not to scale for illustration purposes

Data source: Vehicle Safety Communications Project – Final Report



# Policy Research Goals

- Address policy and institutional issues that limit or challenge successful IntelliDrive deployment.
- Formulate recommendations and options.
- Identify how key partners and industry will contribute to move IntelliDrive research and deployment forward.

# Intended Outcomes

1. Develop a set of alternative, viable *deployment approaches* for IntelliDrive<sup>SM</sup>
2. Produce a *range of options* that will include:
  - Policies, Legislation, and Regulatory options
  - Governance Structures
  - Investment Models and Market Incentives
  - Resolutions to Institutional Issues
3. Combine *deployment approaches* with *policy options* to produce a set of *richly detailed deployment scenarios*
4. Development of *concepts and recommendations*

# Research Areas and Key Questions

- Track 1: Deployment Scenarios and Implementation and Operations Strategies
  - Define key requirements
  - Identify alternative strategies
- Track 2: Financing and Investment Models
  - How will IntelliDrive be funded and by whom?

# Research Areas and Key Questions

- Track 3: Governance Models
  - What elements of the IntelliDrive system need to be governed?
  - What are options for doing so?
- Track 4: Institutional Issues
  - What are the major institutional, legal, and policy issues? How can they be resolved?
  - How do we address privacy and ensure that applications do not cause driver distraction?

# Program Scope

- Defining policy research plans for:
  - Safety (V2V and V2I)
  - Mobility
  - Environment (AERIS)
  - Transit
  - Freight
- Similar and unique issues

# Program Scope

- Program Milestone:
  - Potential NHTSA rulemaking decision on **V2V** in **2013** – potentially covering passenger cars, trucks, busses.

# V2V Policy Issues

- Assumptions:
  - 2013 Rulemaking decision is basis for timing of V2V policy research – critical issues and research that feeds into rulemaking takes priority
  - Focused on V2V, but not excluding V2I
  - V2V deployment concept assumes minimal or no infrastructure
  - V2V deployment concept potentially includes embedded, retrofit, and aftermarket devices

# V2V Policy Issues

- Drivers:
  - System requirements defined by:
    - Security
    - Privacy
  - Oversight needs for interoperability

# V2V Policy Issues

- Major policy areas for research:
  - Roles and Responsibilities for:
    - Standards Oversight
    - Device Certification
    - Certificate Authority
    - Enforcement
    - Operations and Maintenance/Upgrades
    - Oversight Mechanisms (Needs, Authority, Structure, Processes)

# V2V Policy Issues

- Major policy areas for research (continued):
  - Cost Benefits Analysis
  - Data Ownership and Intellectual Property Rights
  - Privacy
  - Liability and Risk
  - Spectrum
  - Investment Strategy and Business Model

# Current and Past Activities

- Privacy principles and framework (complete)
- Liability analysis (completed)
- Deployment scenarios
  - High level (June workshop)
  - Infrastructure focused (state DOT perspective)
- Device certification structure/process
- Retrofit analysis
- V2V policy workplan (July workshop)

# For More Information...

<http://www.intellidriveusa.org/>



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**Proof of Concept Test Results Released**  
March 11th, 2009 at 4:04pm

**IntelliDrive<sup>SM</sup> Brand Replaces VII**  
February 23rd, 2009 at 10:12am

**SAFETRIP-21 News**  
December 4th, 2008 at 3:12pm

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