CONNECTED VEHICLE PROGRAM –
STAKEHOLDER ENGAGEMENT

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Agenda

1. Stakeholder Engagement Process
2. Overview of Connected Vehicle Stakeholders
   a) Internal and External Stakeholders
   b) Key Roles in Advancing Research & Deployments
3. Accomplishments
4. Future Opportunities to Engage
Stakeholder Engagement Process

- **Purpose:**
  - Serves as a valuable component of the overall Program
  - Provides various opportunities to garner input from both the public and private sector
  - Stakeholder feedback assists in shaping effective research strategies and outcomes

- **Methods of Engagement:**
  - Feedback on policy research, analytical results and strategy options are the focus of various technical workshops, conferences, and webinars
  - Written documents are distributed for public comment
Internal Stakeholders
External Stakeholders

Vehicle Manufacturers
- BMW
- GM
- VOLVO
- HONDA
- DAIMLER
- TOYOTA
- NISSAN
- Ford
- Freightliner
- CHRYSLER
- KIA MOTORS
- Mercedes-Benz

Academia
- Driving Transportation with Technology
- National Physical Laboratory
- UMTRI
- The University of Iowa
- California PATH
- Montana State University
- CVPC
- Texas Transportation Institute

Public Agencies
- MDC
- MCDOT
- VDOT
- MDOT
- NYS DOT
- Oak Ridge National Laboratory

Industry
- Booz Allen Hamilton
- Telcordia
- SiloSmashers
- noblis
- Econolite
- Siemens
- Visteon
- Delcan
- DGE Inc.
- GTEK Solutions
- TCI
- Meritor
- WABCO
- Delphi
- ARAD Systems
- Cognia
- ITRI
- Cohda Wireless

Associations/Standards Developers
- ATR
- ITE
- APTA
- IEEE
- SAE International
- ITS America
- CVSA
**Key Roles – State & Local**

- **State and local agencies**
  - Provide valuable insight into the role of agencies in new technology deployment; and identify institutional issues and roadblocks
  - Play a vital role on various task forces and in coalitions to:
    - Provide input into developing effective deployment strategies
    - Assist in identifying transportation agency system and operational requirements
    - Provide feedback on needed operational policies and deployment guidance
  - Key participants in early deployments

- **Key Accomplishments:**
  - AASHTO Footprint Analysis & Transition and Phasing Analysis
  - Hosting of test beds
  - Developers and testers of CV application prototypes
Key Roles – OEMs

- **OEMs**
  - Provide valuable insight into the role of vehicle manufacturers in transportation
  - Examine impacts of deployment strategies
  - Serve on various CV tasks forces that provide technical input into establishing robust credentialing and security policies; safety benefits and costs
  - Participate in standards development activities
  - Participants in early deployments

- **Key Accomplishments:**
  - CV deployment planning: fleet penetration analyses; aftermarket analyses; telecommunications analyses
  - Development of a Security Credential Management System and Credentialing and Security Policies
Key Roles – Universities and Trade

- **University research centers**
  - Conduct critical research, development and testing aimed at advancing knowledge and accelerating CV deployments

  > **Key Accomplishments:**
  - Prototypes of early CV applications
  - Hosts for affiliated test beds and model deployment sites

- **Trade Associations**
  - Provide outreach opportunities during various conferences/forums that foster collaboration and information sharing among all stakeholders

  > **Key Accomplishments:**
  - Public demonstrations of CV capabilities at key events
  - Hosting of Executive Leadership discussion sessions
  - Hosting of training and skill-building workshops
Key Roles – Advocacy and Vendors

- **Advocacy groups**
  - Provide varying perspectives as input during rulemaking and policy development processes
  - **Key Accomplishments:**
    - Privacy Analysis for a Connected Vehicle Environment (2009)
    - Represent perspectives of pedestrian, transit, and bicyclist interests during development of CV technologies

- **Vendors, device manufacturers, application developers, systems integrators**
  - Provide technical input and expertise on deployment scenarios
  - Key participants in test beds and early deployments
  - Key participants in consensus-based standards development activities
  - **Key Accomplishments:**
    - Completion of the Foundational Standards for a Connected Vehicle Environment
    - Prototypes of early CV applications
Opportunities to Provide Input

- Annual Meetings
  - ITS America Annual Meeting
  - Automated Vehicle Symposium
  - Transportation Research Board Meetings

- Various Conferences

- Cooperative Agreements, Contracts, RFIs

- Direct contact with ITS JPO staff
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