Breakout 7-III: Evaluation and Performance Measurement

Marcia Pincus (ITS JPO)
Ben McKeever (FHWA R&D)
Breakout Session Objective and Plan

SESSION OBJECTIVE
 Solicit stakeholder input on:
  □ Definition of successful CV pilot deployments
  □ Motivators for encouraging adoption and continued deployment of connected vehicle technology and applications
  □ Measurement of value of connected vehicle applications in concert with CV pilot deployment activities

SESSION PLAN
 Exercise 1: Define Successful CV Pilot Deployments (15 minutes)
 Exercise 2: Identify Motivators for CV Deployments (15 minutes)
 Discussion: Measure Value of CV Applications (20 minutes)
 Session Findings (10 minutes)

WEBINAR PROTOCOL:
 Please use chat box when voting or if you have a comment or a question
 Please MUTE your phones
Exercise 1: Define Successful CV Pilot Deployments

- Participants will **discuss** definitions of **successful** CV pilot deployments
  - What is a successful CV pilot deployment?
    - What are the key metrics?
    - What are the key milestones that should have occurred?
  - NOTE: Facilitators will capture definitions on flip chart

- Participants will **vote** on definitions of **successful** CV pilot deployments
  - You will each be issued 3 colored stickers for voting:
    - GREEN colored sticker: Highest priority (3 POINTS)
    - BLUE colored sticker: Second-highest priority (2 POINTS)
    - RED colored sticker: Third-highest priority (1 POINT)
  - NOTE: Webinar participants will use chat box to specify color
  - NOTE: Facilitators will tally votes

- Time allowed: 15 minutes
Exercise 2: Identify Motivators for CV Deployments

- Participants will **discuss** key factors that will encourage adoption and deployment of connected vehicle technology and applications
  - What are the key motivators/metrics for CV pilot deployment sites to continue CV deployment even after completion of the CV program?
  - What are the key motivators/metrics for other locations and agencies to pursue CV deployments?
  - NOTE: Facilitators will capture key factors on flip chart

- Participants will **vote** on key factors that will encourage adoption and deployment of connected vehicle technology and applications
  - You will each be issued 3 colored stickers for voting:
    - GREEN colored sticker: Highest priority (3 POINTS)
    - BLUE colored sticker: Second-highest priority (2 POINTS)
    - RED colored sticker: Third-highest priority (1 POINT)
  - NOTE: Webinar participants will use chat box to specify color
  - NOTE: Facilitators will tally votes

- Time allowed: 15 minutes
Discussion: Measure Value of CV Applications

- How can value of connected vehicle applications be best measured in concert with CV pilot deployment activities?
  - How will you define and measure value of connected vehicle applications?
  - Should value be application-specific?
  - Should value be site-specific?
  - Should metrics be consistent across CV applications?
  - Should metrics be consistent across CV Pilot Deployments?
  - What are the deterrents to measuring value of connected vehicle applications?

- NOTE: Facilitators will capture discussion on flip chart

- Time allowed: 20 minutes