GATEway

Exploring how people respond to, engage with and accept CAVs in a challenging urban environment

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AVS 2018
GATEway
Greenwich Automated Transport Environment

- £8m project funded by industry and Innovate UK
- Understand and overcome technical, legal and societal challenges of using CAVs in urban areas
- Vehicle trials, simulation and public engagement
- October 2015 – March 2018
Demonstrate the safe and efficient integration of sophisticated automated transport systems into complex real world smart city environments

Create a validated test bed in the heart of London for the evaluation of next generation automated transport systems

Trial 1: Micro-transit

Trial 2: Automated valet parking

Trial 3: Last mile delivery

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the future of transport.
The future of transport.

Activity timeline

- **August 2016**: 1st public trials
- **March 2017**: Simulator Trials
- **June 2017**: Driverless deliveries
- **February 2018**: Valet parking
- **October 2017**: Teleoperations demo
- **April 2017**: Last mile transit
- **December 2017**: The future of transport.

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Trial 3: Last mile delivery

Aim
- To explore public perception and experience of driverless deliveries to inform future deployments of services

Research
- 2 week trial with CargoPod and Ocado
- Over 100 customers
- TRL surveyed recipients
- Commonplace local sentiment mapping
77% of customers would choose driverless delivery for 50-100% of their future home deliveries.
Trial 2: Automated valet parking

**Aim**
- To provide members of the public with direct experience of an automated ("drop-off") valet parking service and gain feedback on their experience

**Findings**
- Auto valet parking was seen as a service that would improve the quality of travel and save time
- Increasing safety within vehicles and in public spaces
- Provide more inclusive personal transport
- Some challenges identified
  - Increased congestion
  - Management of drop-off and pick up points
Aim

- To assess public perceptions of autonomous vehicles as a result of a direct experience with an AV, particularly in a last mile service

Research

- Online surveys (passengers) - TRL
- Sentiment mapping (anyone who has seen the vehicles) – Commonplace
- Structured observations (cyclists and pedestrians) – University of Greenwich
Generally positive about CAVs 78%

“Convenient” 48%

“Good for local people” 46%

Positive for people with disabilities 81%

Generally negative about CAVs 7%

Concerns over safety, congestion, negotiating junctions

“People make better decisions than CAVs” (more situational awareness)

Over 50s most negative, followed by 25-34 year olds
Putting people at the heart of future urban mobility
This is just the beginning .....
“The MERGE Greenwich project will develop the blueprint for a scaleable commercial pilot for autonomous ride-sharing, integrated with public transport systems”
MERGE Greenwich project
Key benefit: complementing public transport

Designed and developed from the city/public transport perspective

... in order to integrate new solutions with existing modes of transport and optimise the network
Customer research:  
Survey and focus groups  

Aim:  
Understand customer expectations, perceptions, concerns and motivations regarding Autonomous vehicles and ride-sharing  

Reason:  
To ensure AV ride-sharing meets customer needs