

Poster 13: Exploring Individual and Societal Acceptance of Automated and Connected Vehicles

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1. INTRODUCTION

Assumptions on the **development and implementation scenarios** of automated and connected driving:

Chances:

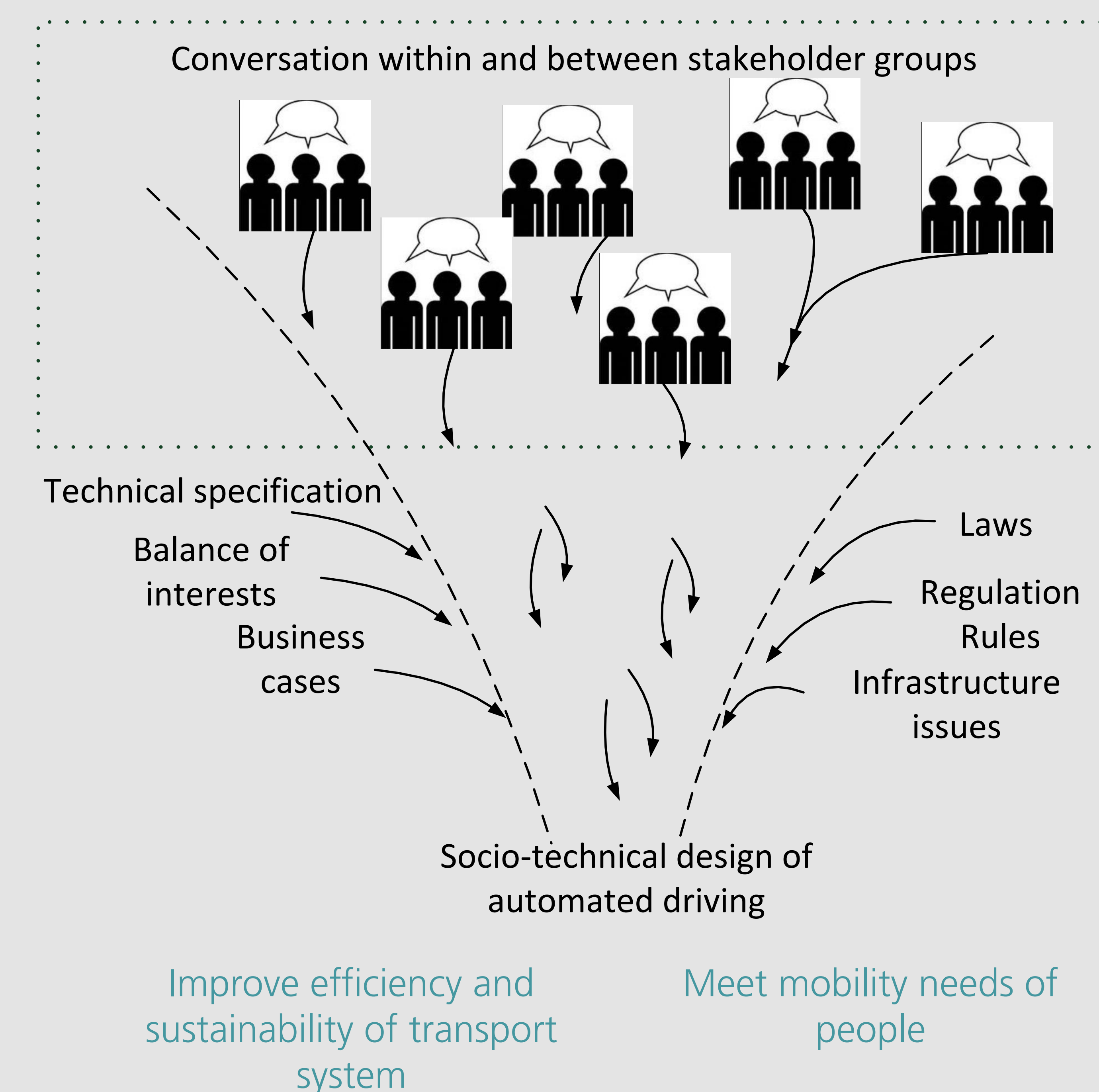
- Improvement of the transport system (safety, efficiency, increased capacity, sustainability)
- Improvement travel of quality (increased comfort and improvement of travel time)

Risks:

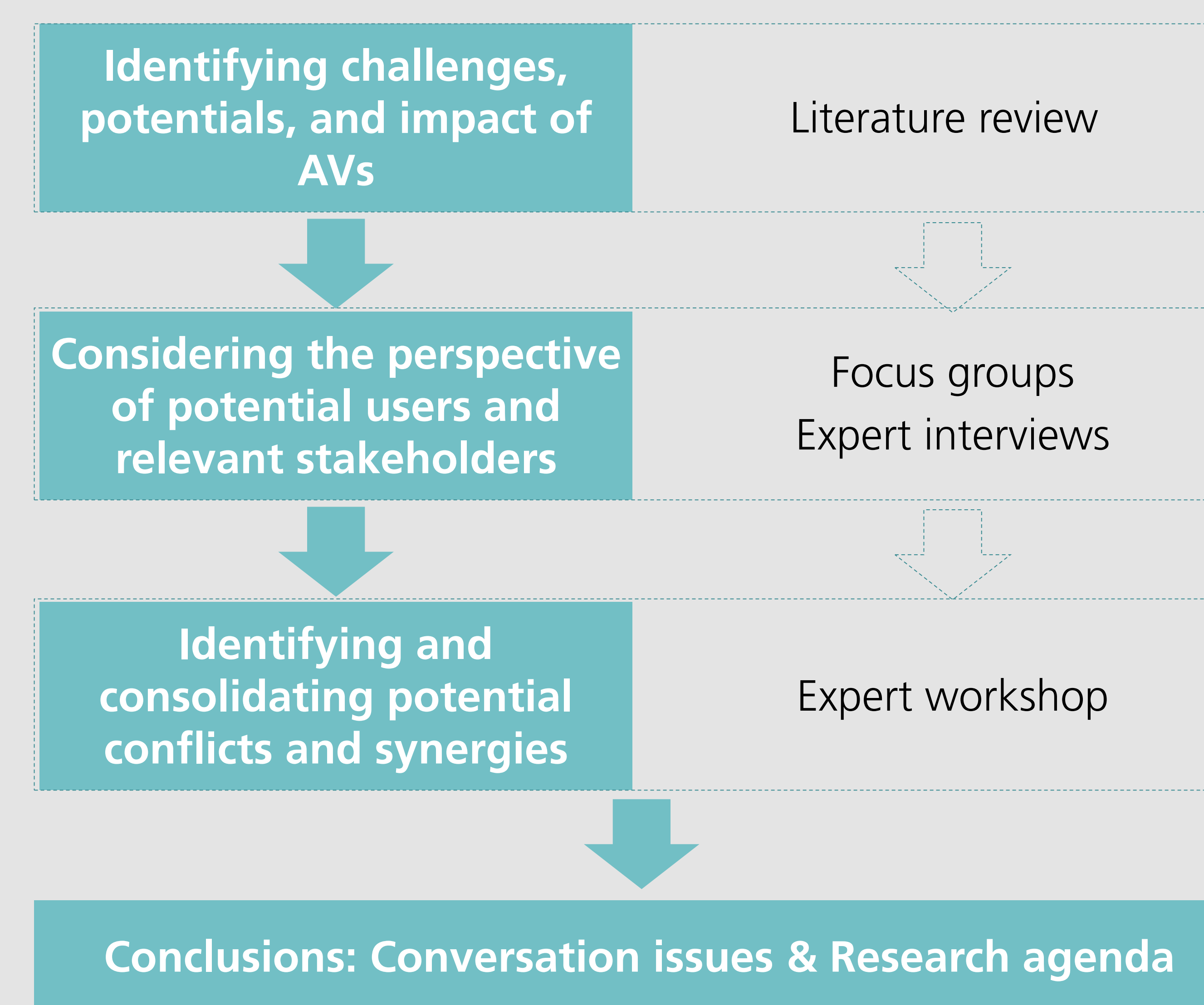
- Increase in travel demand, modal shift to individual motorized transport, increase in VMT

2. FOCUS OF OUR RESEARCH

- Identifying potential, challenges and impact of automation
- Considering view of users and relevant stakeholder groups
- Building a framework and foundation for a knowledge based conversation with the public



3. METHODOLOGY



4. RESULTS

First results on selected topics

Data, procedures and standards

- Need for a platform for data and algorithms for monitoring and system optimization (open access to relevant data, hosted by a non-profit association)

Experimenting and testing

- Simplify administrative procedures, standardize approval procedures in order to get more and well distributed test projects

Business and innovation

- Different interests: OEMs prefer the "evolutionary scenario", market (ITS-) newcomers do not shy away from radical changes (= "revolutionary scenario")
- Change in development processes across portfolio (conventional hardware products vs. mobility services)

Consumers and traffic participants

- Use of potentials in suburban and rural regions (esp. for aging population, people without car access)
- Integration of automated services into the mass transport system
- Standards for data collection and use, consumer protection, debate on data security and data ownership

Regulation and administration

- To set a limit for private individual motorized mobility (pricing, other regulatory instruments) to prevent an increase of traffic
- Support of local authorities to take their responsibility to regulate and shape future mobility (funding, knowledge transfer)

5. CONCLUSIONS

Conversation issues

Data, procedures and standards: transparency and monitoring for data protection, controlled access and neutrality

Business and innovation: managing structural change (include stakeholders, balance interests, further innovations)

Consumers and traffic participants: consumer protection, satisfaction of mobility needs, multimodal automated mobility strategy

Regulation and administration: proactive role of local authorities in shaping automated driving

Overall implications: participatory and balanced transition instead of solely market-driven development; ongoing exchange between policy and relevant stakeholder groups

Social and behavior research agenda

- Field tests and experiments accompanied by social and behavior research
- Needs and potentials for people with mobility constraints of user groups
- Vehicle ownership vs. sharing
- Changes of value of time and its impact on travel behavior
- Potential of automaton for livable cities
- Integrated and sustainable transport system
- Equity and transport justice