



# #PAVEtheWay

## Inaugural Report

**PAVE**

PARTNERS FOR AUTOMATED VEHICLE EDUCATION

[www.pavecampaign.org](http://www.pavecampaign.org)

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PAVE is a diverse coalition that unites industry partners and nonprofit groups who believe in the potential of AVs -- and understand the importance of education in realizing that potential.

This report outlines PAVE's progress during its first two years and provides a glimpse at our future plans to engage the public in a conversation about AVs and their potential to improve the safety, sustainability and mobility of our transportation system.



# From the Executive Director

From the Executive Director

In June 2018, a group of people met in a conference room to discuss their common belief that public trust and confidence are essential to realizing the tremendous potential of AVs. At the time, PAVE didn't have a name or social media accounts or bylaws or members; it was no more than that shared vision.

**In 27 months, that hopeful idea has transformed into action.**

Since our successful launch at CES in January 2019, PAVE's membership has tripled; our staff has grown from one to four; we've spread our message at conferences nationwide; and thousands of people have signed up for our newsletter, joined our events, and followed us on social media. We assembled all-star advisory councils of leading academics and public sector entities, and we've become an independent 501(c)(3). And, just like our members, we've maintained forward momentum in the face of a historic global pandemic.

The organizations that form our membership are diverse -- we are large international corporations, small start-ups, advocacy groups, consumer organizations, and associations. But what unites this group are two key beliefs. First, that AVs offer great potential: potential to make our roads safer, to provide mobility for people who aren't well served by current transport options, to create a more sustainable transportation system. Second, we believe that we are more likely to see these benefits if the public has the information and understanding that are critical to earning their confidence and trust.

So, two years ago, PAVE began a conversation with the public. Our work is to share facts about AVs, to dispel misconceptions, and to listen to thoughts and ideas and concerns. We love seeing the faces of

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passengers when they see a steering wheel turn by itself, when they watch a video of a car stopping on its own for a pedestrian, and when they emerge from a demo ride announcing that it felt just like riding with a human driver. We love when they tell us “that was a boring ride” -- every uneventful test or demonstration is paving the way to confidence and trust.

## We're on the edge of a transformation in transportation, and we are excited to bring the public along for the ride.

Moving public perceptions is a big task, and we certainly have work cut out for us. Misunderstandings and outright misinformation about this complex topic continue to be far too common. And just as our members are having to write a new playbook as they push into uncharted technological territory, PAVE is having to constantly learn and adapt as we address this unprecedented public education challenge.

## But we're driven by a passion for the incredible possibilities that AVs offer, and the core of PAVE -- our members -- is a talented, visionary, and committed group.

Watching our momentum build -- day by day, project by project -- you can see the vision from that meeting 27 months ago coming to life.

As proud as we are of the progress we've made, we can't wait to move down the next stretch of road. Thank you for joining us on the journey.

**Tara Andringa**  
PAVE Executive Director



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# Big Picture

In 2020, PAVE became an independent organization after spending its inaugural year under the National Safety Council. The coalition launched advisory councils of leading academics and public sector groups. When the pandemic brought an end to in-person events, PAVE launched weekly virtual panels that have attracted thousands. The coalition commissioned a national poll to help guide its activities and garnered significant media attention. In its first two years, PAVE has vastly expanded its membership and its social media presence, and the coalition has received invitations to present at major events worldwide.

# 63

## PAVE members

# 321%

growth in membership since launch

# 26%

of PAVE members are nonprofits

# 10

new members in 2020

# 20

PAVE members are start-ups

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# Engagement Snapshot

# 80,143

## Total social media engagements

### 71 %

increase in Twitter followers in 12 months

### 2,701

attendees at PAVE's 2020 panels

### 2.6 million+

social media impressions

### 4052%

increase in LinkedIn engagements in 2020

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# Impact and Reach

## > Virtual Panel Audience

PAVE hosted 29 virtual panels between May and December 2020.

- More than 5,159 people registered for PAVE panels.
- Viewers came from the auto industry, nonprofits, academia, the public sector, the media, and the general public.

**29**

PAVE virtual panels held in seven months

**88%**

of viewers said they would recommend PAVE's panels to a friend

**6,695**

views of PAVE's panel recordings on YouTube

## > Social Media

In the first nine months of 2020, PAVE's social media audience grew over 97%. PAVE's presence has grown on all platforms, including Twitter, LinkedIn, Facebook, Instagram, YouTube, and Medium.

## > PAVE Newsletter

PAVE's newsletter has over 1,900 subscribers and saw a 59% growth rate in subscriptions in 2020. PAVE mailings have an open rate of over 35%.

## > Media Engagement and Rapid Response

PAVE weighed in on several breaking AV-related stories, ranging from the meaning of "hands-free" driver assistance to an IIHS research report that prompted numerous misleading media stories. These exercises demonstrated and developed PAVE's ability to intervene in the news cycle before misperceptions take root.

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# Initiatives and Activities

## ➤ Weekly Panels

With PAVE's weekly panel series, we have sought to bring diverse conversations about AVs to the public. Panel topics have included demystifying AV technology, societal benefits of AVs, cybersecurity, and AV testing and mapping.

Thirty-four PAVE member organizations have been panelists, as well as academics, public sector representatives, and reporters. The panels have been covered in media stories and have brought in thousands of viewers.

## ➤ PAVE Poll

PAVE commissioned a nationwide poll to measure public attitudes about AVs to help inform the coalition's activities and messaging. The poll included a first-of-its-kind survey of AV attitudes among Americans with mobility challenges.

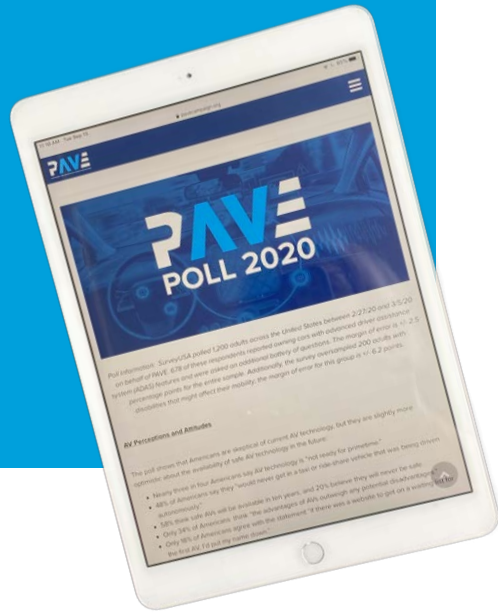
Along with the poll's release, PAVE distributed briefings that took a deep dive into the poll's findings, including a discussion of the AV perception challenge, a look at the relationship between Advanced Driver-Assistance Systems (ADAS) and autonomy, a reflection of how personal mobility issues affect AV perceptions, and a discussion of the poll's findings on Americans' views of policy and regulation.

Numerous media outlets covered the poll's release and have subsequently referenced its findings, including Reuters, Bloomberg, the Associated Press, Forbes, CNET, the AASHTO Journal, and Ars Technica.

The PAVE Poll found

# 60%

of Americans would have greater trust in AVs if they understood the technology better.



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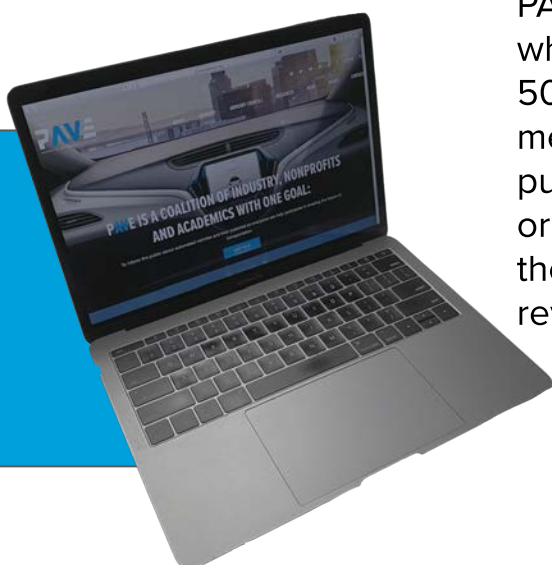
## ➤ Speakers and Panels

PAVE has provided speakers and panels at many events, including:

- |   |   |
|---|---|
| <b>CES</b>  | <b>National Federation of the Blind Annual Convention</b> |
| <b>Transportation Research Board Annual Meeting</b> | <b>The Automated Vehicle Symposium</b>                    |
| <b>The Washington Auto Show</b>                     | <b>The Midwest Green Transportation Forum</b>             |
| <b>SAE WCX</b>                                      | <b>Velodyne World Safety Summit</b>                       |
| <b>The AV Silicon Valley conference</b>             | <b>The Villages in San Jose</b>                           |
| <b>Texas Technology Task Force meeting</b>          | <b>United Spinal Assn “Roll on Capitol Hill”</b>          |
| <b>Pennsylvania AV Summit</b>                       |   |

## ➤ Website redesign

PAVE launched a new website in 2020, which includes a resource library with over 500 resources, a password-protected member portal, and a member page with public links to all PAVE member organizations. The National Federation of the Blind conducted a thorough accessibility review of the site.



## ➤ Demonstration Events

PAVE teamed with member organizations for two demonstration events, offering the public a chance to ride in an AV and visit exhibits that showcase potential AV benefits.

### SAE World Congress

In April 2019, PAVE joined SAE and Dataspeed in hosting a demonstration event at SAE’s WCX event in Detroit. More than 500 people enjoyed rides in Dataspeed vehicles, and the event garnered extensive media coverage, including multiple live TV hits, radio stories, and a potential media reach of over 111 million.



### National League of Cities’ City Summit

PAVE and NAVYA provided attendees at the National League of Cities’ convention with rides in a NAVYA shuttle. The demo provided the public sector audience with a glimpse of how AVs can integrate into existing transit plans.

## ➤ “Clearing the Confusion”

PAVE joined AAA, Consumer Reports, the National Safety Council, JD Power, and SAE in an effort to establish common nomenclature about ADAS terminology.

# Growth

## ➤ Membership

PAVE has more than tripled its membership since its launch in January 2019, with 19 members at launch and 63 members in December 2020.

## ➤ 501(c)(3)

After spending its inaugural year housed within the National Safety Council, PAVE became an independent entity in March 2020. The new organization established incorporation, organized a Board of Directors, wrote and adopted bylaws, and applied for 501(c)(3) status.

## ➤ Academic Advisory Council

PAVE launched a council of 26 leading academicians across AV disciplines, including engineering, law, human factors and policy. The council provides input and advice to PAVE's members.

## ➤ Public Sector Advisory Council

PAVE launched an inaugural advisory group of 20 public sector entities in 2020. The group will provide input to PAVE's members on how to best assist government entities in preparing for the eventual arrival of AVs.

PAVE's advisory councils include representation from

21

states

23

colleges and  
universities

4

countries

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# Governance

## Board of Directors

When PAVE became an independent entity in March 2020, it adopted a new governing structure led by a Board of Directors.

PAVE's diverse Board includes leaders across AV stakeholders, representing the automotive and tech industries, advocacy groups, and consumer organizations.

When considering candidates for the Board, the Nominations Committee seeks to maintain a diversity of voices among AV stakeholders and considers professional experience and commitment to PAVE's educational mission.

### Organizations represented on the PAVE Board:

AAA	Munich Reinsurance of America
Audi of America	National Council on Aging
Aurora	National Federation of the Blind
Consumer Technology Association	National Safety Council
Cruise	Securing America's Future Energy (SAFE)
Ford	Toyota
INRIX	Velodyne
Intel/Mobileye	Voyage
Liberty Mutual	Waymo
Lyft	Zoox

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# PAVE Committees

PAVE’s committees are all member-led, and the committees’ work drives the messaging and direction of the organization. The committees include the Communications Committee, the Events Committee, and the Policymaker Committee. Every PAVE member is welcome to serve on any committee.

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## Advisory Councils

PAVE launched two advisory councils in 2020 to incorporate insight from academics and public sector officials who believe in the coalition’s mission to educate the public about AVs and their potential societal effects. The councils include a diverse array of experts from many backgrounds, geographic locations, and fields of study.

### Advisory Council leadership

#### **Dr. Jeffrey Michael**

Johns Hopkins University  
Academic Advisory Council Chair

#### **Ashley Nysten**

Colorado DOT  
Public Sector Advisory Council Chair

“PAVE’s Academic Advisory Council offers an opportunity for academics to lend their expertise to PAVE’s educational mission. Our diverse group is studying AVs from all angles – from engineering challenges and human factors questions to potential social impact, including my research involving strategies for using vehicle automation to expand mobility in historically marginalized communities.”

Dr. Jeffrey Michael  
Johns Hopkins University  
Center for Injury Research and Policy



# Future Opportunities

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PAVE's growth during its first two years has opened doors to many future partnerships and activities. These are just a few of the opportunities for the coalition in 2021 and beyond.

## ➤ Friends of PAVE

PAVE plans to build an online influencer community of individuals who support the mission of AV education.

## ➤ Virtual Policymaker Sessions

PAVE is reimagining policymaker workshops as virtual events, offering AV education and resources to public sector officials.

## ➤ Wiki

PAVE is creating a private community space where Friends of PAVE will build a structured and interlinked knowledge base on AVs for eventual public use.

## ➤ ASU Partnership

PAVE was excited to partner with ASU in a grant application to sponsor public listening sessions in communities nationwide.

## ➤ Conferences and Events

PAVE has received invitations to provide panels, speakers or exhibits at many future events, including the following:

TRB Annual Meeting

NAIAS

Washington Auto Show

Pennsylvania AV Summit

SXSW

Florida AV Summit

Washington Traffic Safety Conference

AVS

NLC City Summit

US Conference of Mayors

ITS World Congress

Greentech Festival

# Financials

Through March 1, 2020, the National Safety Council served as PAVE's parent company and handled its finances. The update below includes the funds transferred from NSC when PAVE separated on 3/1, as well as all funds collected and expenses incurred since that date.

<b>Assets</b>	<u>2020 YTD</u>
Money transfer from NSC 3/1/20	\$366,035.00
Board member dues (post 3/1)	108,790.00
General member dues (post 3/1)	47,500.00
<b>TOTAL ASSETS</b>	<u><b>\$522,325.00</b></u>
<b>Liabilities</b>	
Personnel	\$(303,959.70)
Accounts and fees	(4722.29)
Vendors	(40,989.64)
<b>TOTAL LIABILITIES</b>	<u><b>\$(349,671.63)</b></u>
<b>TOTAL CASH ON HAND</b>	<u><b>\$172,653.37</b></u>

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