

Theme: New and Emerging Transportation Technologies

We're living in an unprecedented time when mobility is being transformed and significantly reshaping how people and goods move from point A to point B. Whether through automated vehicles being driven on our roadways; micromobility options, such as bikeshare and electric scooters; fleet electrification and drone delivery; innovative intersections and streetscapes, or new app-based mobility service and operating models - there is always something new or non-traditional for transportation providers to communicate and promote to the public in everyday, easily understandable, non-technical terms.

Five entries were selected for the competition showcase for their successful communications efforts. The communications tools and techniques they used epitomize the spirit of communicating complex information in an uncomplicated manner.

Congratulations to these award recipients!

If you are interested in participating in future competitions, please visit the competition website, (<https://sites.google.com/view/trbaje40>), and watch for an announcement about the 2022 competition in May.

Competition Winner

Let's Talk About CAV: Understanding Minnesotans' Perspectives of Connected and Automated Vehicle Technologies

Katie Caskey | HDR and Tara Olds | Minnesota DOT
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Website: <https://www.medcitymover.com>

What do Minnesotans already know about CAV? How do they feel about it as part of Minnesota's transportation future? How do they want to be involved in planning and preparing for these new technologies? What does it look like to create communications plans and materials tailored to different community perspectives? Our project sought to answer these questions and more.

In 2020, MnDOT partnered with HDR and New Publica to develop a brand-new CAV communications and engagement framework. The framework will guide how Minnesota CAV partners have a conversation with Minnesotans about these new technologies and involve them in planning and preparing for CAV in our state. We want to make sure new transportation technology is implemented in a way that works for all Minnesotans.

As part of developing the CAV communications and engagement framework, our team engaged over 2,100 state residents to help us build a robust understanding of the different knowledge levels and attitudes toward CAV that exist in Minnesota.



Competition Runners Up

PAVE Virtual Panel Series

*Tara Andringa | Partners for Automated Vehicle Education
Contact Information: Tara.Andringa@PAVEcampaign.org
Website: <https://pavecampaign.org/>*

Partners for Automated Vehicle Education launched a series of virtual weekly panel discussions covering all aspects of automated vehicles, both to demystify the technology and explore changes the technology could bring to communities.



Tuesday Traffic Jam

*Corinne Tucker | Sarasota/Manatee Metropolitan Planning Organization
Contact Information: corinne@mympo.org
Website: <https://publicinput.com/W6275>*

Tuesday Traffic Jam, a successful bi-weekly podcast about transportation by the Sarasota/Manatee Metropolitan Planning Organization, features discussions about various long-range planning goals, including technology and autonomy.



Competition Honorable Mentions

Lowcountry Rapid Transit Video

*Samantha Dubay | HDR and Sharon Hollis | Berkeley-Charleston-Dorchester Council of Governments
Contact Information: Samantha.dubay@hdrinc.com
Website: www.lowcountryrapidtransit.com*

The Berkeley-Charleston-Dorchester Council of Governments in South Carolina developed a creative and highly successful video to propel its Lowcountry Rapid Transit project forward using the talents of the city's poet laureate.



Interstate 680 - Effective Communications Backed by Behavioral Science

*Linsey Willis | Contra Costa Transportation Authority
and Rebecca Krawiec | Convey, Inc.
Contact Information: lwillis@ccta.net
Website: <https://ccta.net/projects/innovate-680/>*

The Contra Costa Transportation Authority in the San Francisco Bay area used in-depth audience research to develop outreach strategies for Innovate 680, a new program using emerging technologies to improve mobility in the Interstate 680 corridor.

