UTC Project Information

Project Title	MPC-621 – Public Perception of the Collection and Use of Connected Vehicle Data
University	Utah State University
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Agency ID or Contract Number	69A3551747108
Start and End Dates	February 19, 2020 to July 31, 2022
Brief Description of Research Project	With the continued development and increasing prevalence of connected vehicles (CV), there is a growing need to understand the public perception of this technology in Utah and across the US. In particular, CVs represent a potential source of immensely valuable data for traffic operations and planning. The successful collection and use of these data are directly related to public opinion and acceptance. The purpose of this proposed project is to evaluate the current public perception of the collection and potential uses of connected vehicle data by transportation agencies (federal, state, and local). The project will include an extensive literature review and informal discussions with transportation agencies to inform the development of a survey. This survey will be distributed to the public both electronically and in-person. The survey results will be used to develop recommendations for data management policies and public engagement. This project is expected to, primarily, provide an assessment of the current public perception of the collection and use of connected vehicle data. In particular, it is expected that the findings of the survey will include trends among different socio-economic groups, most common concerns, and acceptance of potential uses of the data.
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	This research has been submitted to the 14th International Conference of Eastern Asia Society for Transportation Studies (presentation only), TRB Annual Meeting (for presentation only, reviews pending), Transportation Research Part C (reviews pending), and Transportation Research Part F (reviews pending). Once this final report is published, it

	will be shared with relevant individuals at UDOT and other DOTs in conjunction with related research and agency initiatives/interests in CV.
Impacts/Benefits of Implementation (actual, not anticipated)	This research is expected to directly impact the development of data management policies, particularly for CVs. With a better understanding of public perceptions, legislatures and agencies will have a clearer idea of what policies may be more acceptable and may promote adoption of CVs. Second, this research has provided detailed understanding of the differences in perception of CVs between different socio-demographic groups. This information will primarily help in the development of educational and marketing materials. Through appropriate and targeted efforts, CV acceptance and adoption can be improved. Longer term, increased acceptance of CVs will increase the observed benefits of CVs.
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