

A Quick-Reference Guide

Tips for Talking About Connected and Automated Vehicles in Minnesota



For full guidance and recommended messages and talking points see the Minnesota CAV Messaging and Engagement Guidance document and Messages and Talking Points Toolkit.

[Minnesota CAV Messaging and Engagement Guidance](#)

[Messages & Talking Points Toolkit](#)

→ Tip 1 Focus on four key themes when communicating about CAV.



Safety

Safety is and will continue to be our top priority and CAV has the potential to improve safety for roadway users.



Equity, Access and Mobility

CAV technology can support Minnesota to create a transportation system that works for all.



Innovation

CAV technology is in use today and will be the future of transportation, so Minnesota is proactively planning and preparing.



Economic and Workforce Development

CAV will drive opportunity for Minnesota.

→ Tip 2 Tailor your communication to your audience.

Audiences include:

- **CAV Cautious:** The Information Seekers
- **CAV Confident:** The Spirit Squad
- **CAV Caregiver:** The Community Allies
- **CAV Critical:** The Historically Underprioritized

When in doubt, tailor to the **CAV Cautious** perspective as it is the most common across Minnesota. People with this perspective have a lot of questions about CAV and seek more information. Make sure to explain relevant technologies and potential personal impacts.

→ Tip 3 Tailor your communication based on your project type.

For construction projects:

Focus on near-term messages

For CAV demonstration projects:

Focus on near- and long-term messages

For planning projects:

Focus on long-term messages

→ Tip 4 Use “connected and automated vehicle” whenever you can provide context.

However, these terms aren't familiar to most people, so if you don't have the time or space to explain them, use “self-driving vehicle.”



Frame what you communicate as educational.

Tip 5 ←

Our role is to inform, not to sell people on CAV.

Emphasize any connected vehicle technology aspects.

Tip 6 ←

This will help build people's knowledge of connected vehicle technology. People are currently more familiar with “automated” than “connected” technology.



Connected Tech: Able to communicate with other vehicles or infrastructure automatically



Automated Tech: Ability of a vehicle to operate with reduced or without direct human operation

Emphasize any non-single occupancy vehicle aspects.

Tip 7 ←

People currently see CAV as primarily single-occupancy vehicle (SOV) technology. Topics like transit, freight, infrastructure, etc. help show the full breadth of potential uses for CAV.



Discuss relevant CAV technologies already in use today.

Tip 8 ←

Most vehicles currently driven on Minnesota roadways have some level of automated technology. Infrastructure for connected vehicles such as fiber optic cable, sensor networks and smart traffic signals is currently being tested and in use.

Discuss related topics including shared-use mobility, electrification and greenhouse gas emissions, as applicable.

Tip 9 ←

Be prepared for audiences to be interested in shared-use mobility, electrification and greenhouse gas emissions.

Include information about how your work relates to Minnesota's broader CAV program.

Tip 10 ←

Work related to connected and automated vehicle technology is broad and there are many partners involved. It's important to show that this work is coordinated as part of Minnesota's CAV Program.