

# Self-Driving Vehicles: The Bumpy Road to Deregulation



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# Who are you?



**Ford, Tesla, Lyft, Uber, Volvo Cars, and Waymo established the Coalition to work with lawmakers, regulators, and the public to realize the safety and societal benefits of self-driving vehicles.**



# The Problem

Lobbying groups are making efforts to strengthen regulations on self-driving cars.

*So why do you need us?*

**You need to combat these lobbying groups to convince the National Highway Traffic Safety Administration that removing regulations is a smart decision.**

# Historical Context

Via: <https://www.nhtsa.gov/technology-innovation/automated-vehicles-safety#av-30>

## 1950 - 2000



### Safety/Convenience Features

- Cruise Control
- Seat Belts
- Antilock Brakes



## 2000 - 2010

### Advanced Safety Features

- Electronic Stability Control
- Blind Spot Detection
- Forward Collision Warning
- Lane Departure Warning

## 2010 - 2016



### Advanced Driver Assistance Features

- Rearview Video Systems
- Automatic Emergency Braking
- Pedestrian Automatic Emergency Braking
- Rear Automatic Emergency Braking
- Rear Cross Traffic Alert
- Lane Centering Assist



## 2016 - 2025

### Partially Automated Safety Features

- Lane keeping assist
- Adaptive cruise control
- Traffic jam assist
- Self-park

## 2025+



### Fully Automated Safety Features

- Highway autopilot



## Internal Factors

- Safe development and testing of self-driving vehicles
- Adhering to government regulations to maintain trust between the coalition and the government

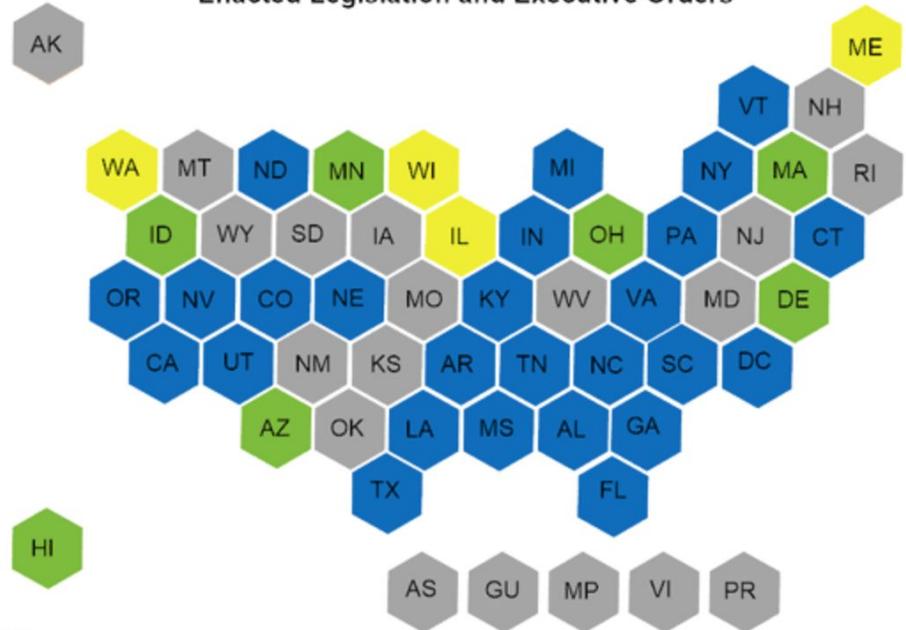
## External Factors

- The regulations themselves
- Lobbying efforts against self-driving cars
- Brand loyalty

# Who will we talk to?

State legislators who have influence over the regulations on self-driving cars.

States with Autonomous Vehicles  
Enacted Legislation and Executive Orders



Legend

Enacted Legislation	Blue
Executive Order	Green
Both	Yellow
None	Grey

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## Goal #1:

Successfully remove legislative barriers to self-driving vehicles on a national level

**Objective:** Based on a Net Promoter Score Poll, we aim to have the average of these key legislators score an overall average of 70% favorability towards removing regulations against self-driving cars.

(We will be taking this poll both before and after our campaign).





**Strategy #1: convince key legislators to remove barriers to the development and deployment of self-driving cars**

# Tactic #1: Self Driving Coalition expo

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# Tactic #2: Harvard Research Report

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THE  
**FOR**  **M**  
HARVARD T.H. CHAN  
SCHOOL OF PUBLIC HEALTH

**SELF-DRIVING CARS:**  
Benefiting the Public Health

Friday, February 8, 2019  
12-1p  
[ForumHSPH.org](http://ForumHSPH.org)



**Strategy #2: media outreach campaign, using key validators in the industry to garner positive media coverage of self-driving cars. Bring awareness of the issue to the mainstream.**

# Tactic 1: Carpool Karaoke with James Corden



## Tactic 2: VICE-Sponsored Documentary



# SELF DRIVING CARS: A NEW HORIZON

**VICE**

# Tactic 3: Use Harvard Study as Platform for Media Placements

BITS

## *Harvard Study: Self-Driven Vehicles Prove Safer than their Human-controlled Counterparts*



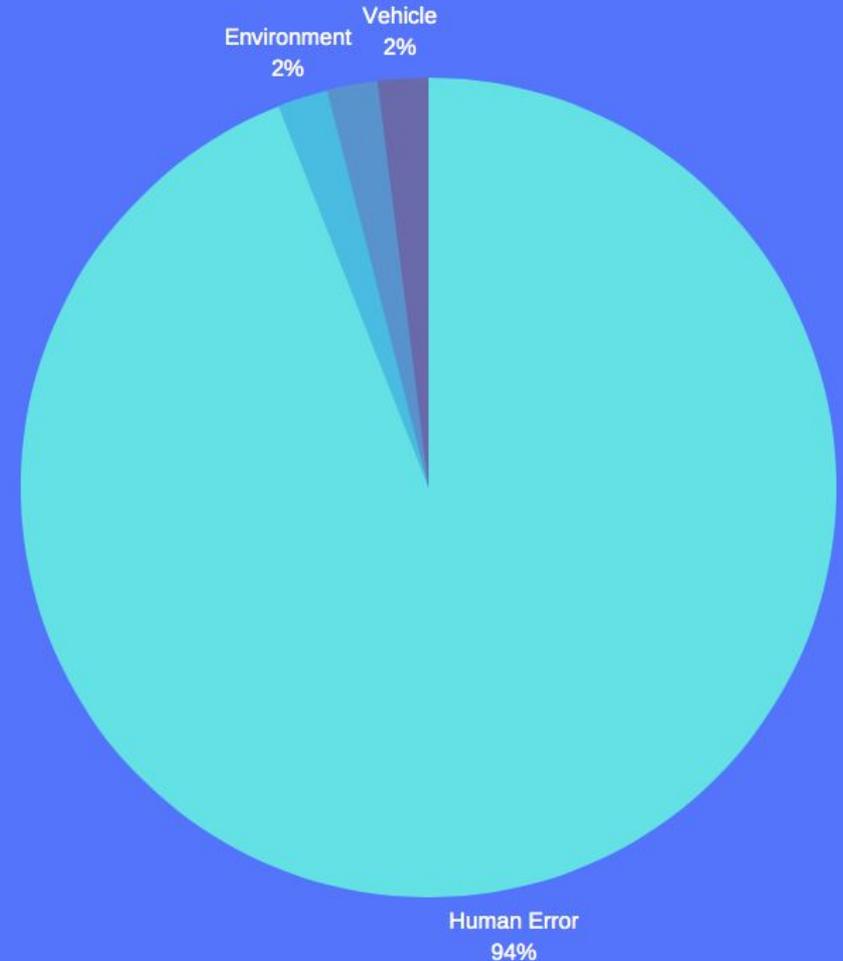
Waymo said it would order up to 20,000 vehicles from Jaguar Land Rover in the next two years for its self-driving consumer ride service. Joshua Bright for The New York Times

By **Kevin Roose**

August 15, 2018

# Message #1: Safety

- Nearly 40,000 lives are lost on the road each year, and 94% of those crashes are caused by human error
- By removing humans from behind the wheel, self-driving vehicles offer the opportunity to save lives and enhance mobility
- It is easier to design cars that drive themselves than to fix persistent human behavioral challenges



*Causes of car accidents in 2017*

# Message #2: Economic + Societal Benefits

- Car crashes create an enormous economic toll of \$871 bil. on the U.S. per year
- No amount of money can replace the life of a loved one; investments in technology and safety are worth every penny.

**\$871**



# Message #3: Efficiency and Convenience

**6.9  
billion  
hours**

**per year  
in traffic delays**



**51**

**minutes per day**



## Goal #2

**Create a crisis communications plan in the event that accidents and/or catastrophes occur with self-driving cars.**

*Objective: Return consumer outlook on the coalition (or one specific member) to pre-crisis levels*



**Strategy: create a pre-emptive, proactive crisis communications plan that can address issues, accidents and crises associated with self-driving vehicles.**



## Tactics (Pre-Crisis):

1. Establish crisis communications team (CEO, top PR executive and legal counsel)
2. Spokesperson training
3. Establish notification and monitoring systems (social media, Google Alerts, etc.)
4. Develop holding statements



## Tactics (Post-Crisis):

1. Assess the crisis situation (Was it our fault? Human error?)
  - a. If a full-blown crisis, produce daily report on situation progress
  - b. If less dire, weekly analysis, social media listening reports and media coverage reports
2. Finalize and adapt key messages
3. Create post-crisis formal analysis



# Timeline

1. Jan 2019: Deregulation legislation is proposed to state congress
2. Jan 2019: Take first poll of legislators opinions on self-driving cars
3. Feb. 2019: Harvard Research Report presentation
4. March 2019: Harvard Research Report media placements
5. April 2019: Self Driving Coalition expo
6. July 2019: VICE documentary
7. September 2019: James Corden Carpool Karaoke
8. January 2020: Legislation can be passed (congressional period of one year since proposal)



# Budget

- Self Driving Coalition Expo (cost earned back in ticket sales besides legislators/media)
  - Cost of Venue: \$0, Tesla Showroom
  - Set up inside venue (including employees): \$100,000
- Harvard Research Report: \$100,000
- Carpool Karaoke: Free, Elon Musk would be paid by CBS, providing car
- VICE documentary: \$25,000
- Media placements: Transportation costs if interviewing spokespeople : \$1,000
- Crisis communications team: (\$20,000)
- Spokesperson training (\$15,000)

**TOTAL ESTIMATED COST: \$261,000**



# Evaluation

- What?
  - Using the Net Promoter Score Poll, we will evaluate overall sentiment towards self-driving vehicles and whether legislators are more pro-deregulation post-campaign
  - Analyzing publicity hits using media monitoring and measurement services to evaluate media outreach metrics
- When?
  - We will take this poll before our campaign (as a benchmark), and in the weeks before legislation is brought before legislators

## In the case of a crisis...

- What? Measure legislator and consumer sentiment through focus group, polling, in-depth interviews and surveys
- When? Measure this sentiment after we have resolved the crisis and it has gone out of the news cycle.

The image shows the front interior of a car, likely a Cadillac Escalade, with a view of a city skyline through the windshield. The dashboard is dark with silver accents. A central infotainment screen displays the word "CRUISE" at the top, a small car icon in the center, and the text "3 Hours of Preparation and 100 Miles" below it. The car's interior features leather seats with red stitching and a center console with cup holders. The background shows a cityscape with a prominent skyscraper (the Transamerica Pyramid) under a clear sky.

Thank you! Questions?