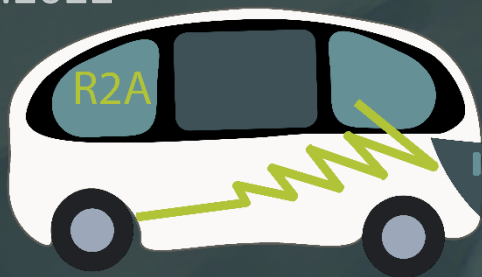


Activity 4 : Communication, exchange, and exploitation of knowledge

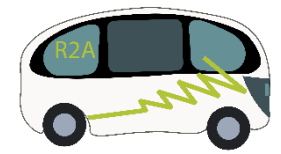
D5 : 'Lessons Learnt' guide

Workshop 4

03.11.2022



This project has received funding from the European Union's Directorate-General for Communications Networks, Content and Technology, 2020 Work Programme under grant agreement No. LC - 01632937

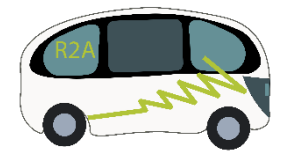


Agenda

- Lessons Learnt – Pilot sites
 - Results of the Pilot Templates, presented by Knowledge partners
- Outstanding Templates
- Break
- What were the main ‘Lessons Learnt’?
 - Synergies between deliverables
- Planning for next steps writing the ‘Lessons Learnt’ Guide
- Open discussion, wrap-up & key takeaways

Lessons Learnt – Pilot sites

- Preparation and Planning - FMN
- Pilot implementation and operation - FMN
- CCAM strategy - Rupprecht
- Procurement and legal regulations – Rupprecht
- Citizen and stakeholder participation - POLIS
- Evaluation and monitoring - POLIS
- Other conclusions – POLIS



CITIZEN AND STAKEHOLDER PARTICIPATION

Stakeholder mapping and engagement

Challenges & weaknesses

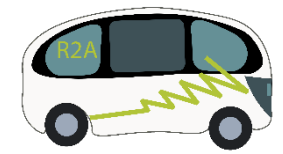
- Cities and Companies are more partners than stakeholders because they are actively participating in improving the service not only for themselves but for the employees/ inhabitants
- NAVYA is more an investor guests

Success factors & opportunities

- Consider to increase the depth of stakeholder engagement in the next steps
- Start with city authorities. Map stakeholders for your pilot: venues, private actors, operators, and also from public side

Other comments recommendations

- Expect some stakeholders to boycott or resist to rules or conditionalities imposed by the operation.



CITIZEN AND STAKEHOLDER PARTICIPATION

Citizen outreach/ public acceptance

Challenges & weaknesses

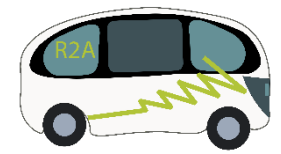
- As long as a safety operator is needed on board, he can also explain the shuttle, technic etc. to the passengers which is very helpful for the acceptance
- Keep survey short to encourage participation.

Success factors & opportunities

- Via the R2A-survey the project got way more detailed answers as from personal conversation
- Identify specific target users for your pilot. Consider this in route definition.

Other comments recommendations

- Engagement with students for educational campaign
- Organizing awareness days for citizens to familiarize them
- QR code to collect input from users.
- People have many questions. Use the questionnaire to provide info and attract participation



CITIZEN AND STAKEHOLDER PARTICIPATION

Communication channels/strategy

Challenges & weaknesses

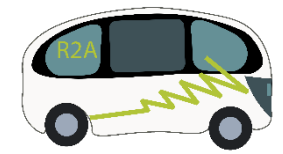
- Social media

Success factors & opportunities

- Use of existent channels
- City resources
- Engage with press, social media, institutional channels

Other comments recommendations

- Information pages from city worked well. People learned about it and went to use the pilot.



EVALUATION AND MONITORING

User experience evaluation

Challenges & weaknesses

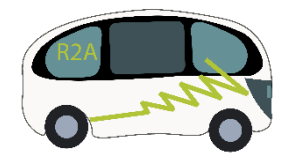
- Surveys after shuttle experience.
- Depends heavily on the demographic groups: students and people around the Pilot had positive perception, while people on local authority's social media (without testing it, likely older citizens) were more critical.

Success factors & opportunities

- Be very insistent with requests to answer the survey.
- Positive perception. Good last-mile alternative and potential for added-value in the future.

Other comments recommendations

- Generated a lot of interest.
- Shuttle creates interest and attracts people. Also good for private actors in the area (museum, stores, etc.)



EVALUATION AND MONITORING

User experience evaluation

Challenges & weaknesses

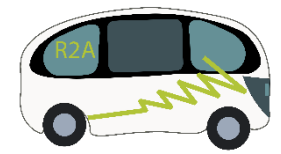
- Surveys after shuttle experience.
- Depends heavily on the demographic groups: students and people around the Pilot had positive perception, while people on local authority's social media (without testing it, likely older citizens) were more critical.

Success factors & opportunities

- Be very insistent with requests to answer the survey.
- Positive perception. Good last-mile alternative and potential for added-value in the future.

Other comments recommendations

- Sessions with specific target groups: students, political personalities, women in tech group.
- Generated a lot of interest.



EVALUATION AND MONITORING

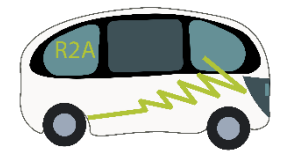
Stakeholder evaluation

Challenges & weaknesses

**Success factors
& opportunities**

**Other comments
recommendations**

- Shuttle creates interest and attracts people. Also good for private actors in the area (museum, stores, etc.)



EVALUATION AND MONITORING

Operational metrics, data collection and analysis

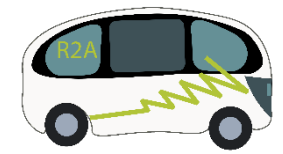
Challenges & weaknesses

- According to the model defined by R2A guidelines

Success factors & opportunities

- Average speed, passenger numbers, conflicts. etc.

Other comments recommendations



OTHER CONCLUSIONS

What are your main take aways? What was the biggest success?

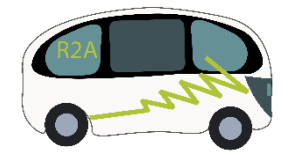
Challenges & weaknesses

- The most complex technologies can be effectively understood by the public if we place adequate effort to explain it in clear and visual terms.
- One year is not enough to start a service AND have it running to collect a good amount of data.
- Route selection is very important, not only for vehicle operation but also user engagement, mobility strategy, promotion, etc.

Success factors & opportunities

Other comments recommendations

- Clarity in risk assessment and agreements of responsibility with all actors involved is key!



OTHER CONCLUSIONS

Which challenge didn't you expect? What would you have done differently?

Challenges & weaknesses

- Did not expect negative cooperation by some local stores/restaurants in the streets and longer than expected response by internal departments
- Start the internal personnel allocation process earlier
- Unexpected obstacles and changes in the workplan.
- Authorization takes more time than expected. Every other detail can be handled in the mean-time.

Success factors & opportunities

- City needs to ensure communication with all departments

Other comments recommendations

- Uncertainty factors which you don't expect, such as grass growing in the road which creates issues for vehicle.

Outstanding Templates



Break

What were the main 'Lessons Learnt'?

Synergies between
deliverables

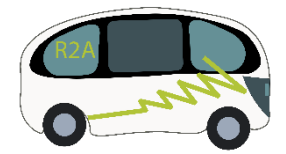
- D1: MaaS Stocktaking report - MAPtm
- D2: Educational campaign guidelines - MAPtm
- D4: Scalable Model Toolbox - LuxMobility

- Knowledge partners Lessons Learnt
- Narrative for D5 'Lessons Learnt' guide



Planning for next steps writing the 'Lessons Learnt' Guide

Open discussion, wrap-up & key takeaways



Please follow and share with your networks

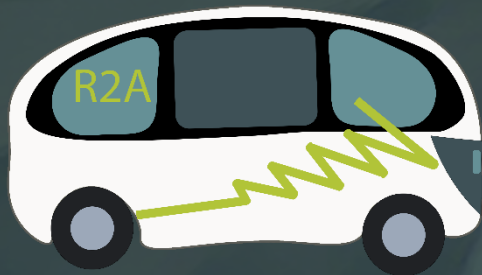
R2A Website: <https://summalab.nl/r2a/>

Final conference event announcement, Registration and Agenda

LinkedIn: Ride2Autonomy

Twitter: @Ride2Autonomy

Thank you for your Participation!



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