

Prepared for
David Strickland, Administrator
National Highway Traffic Safety Administration
For the
Wireless Innovation (WIN) for Transportation Roundtable
White House Conference Center
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I would like to thank Peter and Aneesh for organizing this event, and thank you all for coming.

NHTSA is very excited about the WIN initiative and its potential to aid deployment of connected transportation technologies. We think that in general ITS and connected vehicle technologies show great promise to deliver safety, mobility, emergency response, energy, and environmental benefits to passenger, fleet, and freight transportation systems.

WIN could prove instrumental in aiding deployment, as well as generating new and innovative opportunities to pursue ground-breaking research and development ideas for wireless technology applications to keep the U.S. transportation network a world leader.

I appreciate your willingness to share your expertise and your perspectives, as your ideas are critical to integrating WIN into our ITS program, and making both successful.

It's an exciting time at DOT and I am excited to discuss our work in this area. The Connected Vehicle Program is a multimodal initiative that aims to enable safe, interoperable networked wireless communications among vehicles, the infrastructure, and electronic devices. It consists of numerous sub-programs, V2V and V2I for Safety, chief among them.

NHTSA, through its research office led by John Maddox, is actively leading the V2V for Safety portion of this initiative because our analysis shows that connected vehicle safety applications have the potential to address 80 percent of crashes involving non-impaired drivers.

This could be a game-changer for vehicle safety. And we are committing significant resources to this program.

Additionally, while our research has shown that Dedicated Short Range Communications are secure and effective for connected vehicle safety applications, we are actively exploring the capabilities of other promising wireless

communications technologies to not only support safety, but to extend capabilities for mobility, sustainability and other endeavors that support common and attainable goals. We are not here today to specifically discuss DSRC but rather learn of your issues and perspectives on these and other applications that would be supported by wireless communications.

We support the WIN efforts to accelerate the deployment of technologies, including identification and development of applications and practical business models. This will allow us to achieve our safety goal while leveraging the expertise of the private sector.

We envision wireless technology as a platform to not only save lives on America's roads, but to foster innovations we've yet to imagine.

This is because we want to help spark innovation and commercialization—and ultimately work together with you

to lay the groundwork for a broad deployment of potentially life-saving and life-changing connected vehicle applications.

However, safety must remain the priority, and integrating onboard applications if not done properly can increase crash risks.

We have a basic premise: any information that we bring to the driver, safety-related or not, must not increase the driver's workload in a way that impedes their ability to carry out their primary task of driving.

This basic premise cannot be violated.

Driver information cannot become a distraction, and hence anything not directly related to the driving task should either be delivered non-disruptively with minimum eyes-off-road time or through audio/voice systems. If it can't then it should be locked out while the vehicle is in motion.

NHTSA is drafting guidelines to address workload and distraction, including future applicability to ITS functionality, and will publish those for comment later this year.

It is not my intent to scare you into thinking that we must prohibit all information to the driver, as that is not our intent. But together we can find a way to strike a balance and deliver critical and needed information to the driver in a safe and effective manner, while enabling connected vehicles and infrastructure to move our transportation system to the next level of innovation.

I look forward to hearing your ideas.

Thank you.

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