AVs in Rural America – What can we learn from the data?

Session Description

While only 19% of the U.S. population lives in rural areas, 45% of all roadway fatalities occur on rural roads. The fatality rate on rural roads is 2 times higher than on urban roads. Rural areas pose unique challenges for AV deployments. To solve those challenges requires data sharing, sharing lessons learned from pilots and demonstrations and ensuring mobility, access and equity for all. The new DOT National Roadside Safety Strategy recommends broad stakeholder engagement to ensure these communities benefit from safety solutions. Disadvantaged and underserved communities can greatly benefit from the successful implementation of AVs in rural areas.

Building off previous ARTS, TRB, and ITS America rural AV events, this session will discuss the benefits and needs and benefits of rural AV projects, that advance safety, mobility and economic growth.

Goals/Objectives/Outputs

- Discuss lessons learned during rural AV pilots and deployments
- Increase awareness about the challenges to implementation in rural areas
- Identify available data sets specific to rural AV testing
- Discuss use cases that are being identified as potentially viable opportunities
- Discuss perceptions of the public/ridership