

Connected Vehicle Proving Center



World Congress on ITS
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Harry Voccola, NAVTEQ

About CAR

- The Center for Automotive Research, a nonprofit organization, is focused on a wide variety of important trends and changes related to the automobile industry and society at the international, federal, state and local levels.
- CAR conducts industry research, develops new methodologies, forecasts industry trends, advises on public policy, and sponsors multi-stakeholder communication forums.
- See: <http://www.cargroup.org/>

About CVTA

- The Connected Vehicle Trade Association (CVTA) is a non-profit business league established to facilitate the interaction, and advance the interests, of the entities involved in the vehicle communication environment.
- Membership is open to any corporation (except automakers), public entities, trade associations, standards organizations and educational institutions.
- See: <http://www.connectedvehicle.org>

Vision and Mission

- **Vision: Every Vehicle, Every Road Connected!**

- **Enabling:**

- ◆ A vibrant commercial marketplace for products and services
- ◆ Increased opportunity and an enhanced ability to participate
- ◆ Solid architectural and implementation consensus

- **Mission:**

- ◆ Promote and educate the industry relative to the value of the Connected Vehicle
- ◆ Become the link for industry participants to foster business development and technical exchange
- ◆ Facilitate consensus among all industry participants
- ◆ Identify, Support and Enable deployment projects
- ◆ Represent members interests to appropriate entities

CVPC: An Economic Engine for Michigan

RAW MATERIALS:
Public Entity Contributions
Private Sector Contributions
Federal Support
Marketing

OVERSIGHT:
Board
Advisors
MEDC/MDOT



What is the CVPC

- Background
- MEDC Interview Personnel
- Proposal Report Card
- 21st Century Jobs Fund Award
- Advisory Board
- Project Concept and Scope
- Terms and Conditions
- Steps to contract finalization
- Next Steps

Background

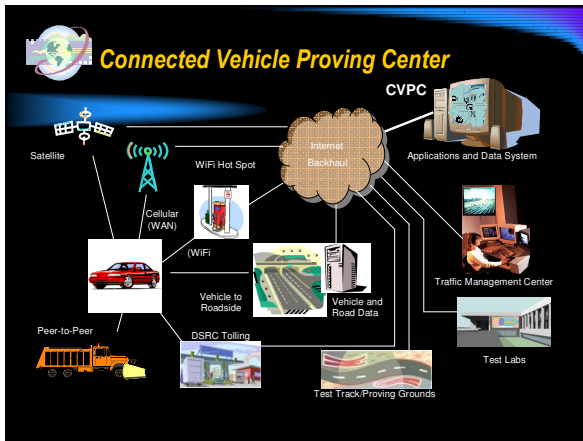
- In March, 2006, the Connected Vehicle Trade Association (CVTA) proposed, in conjunction with the Center for Automotive Research (CAR), a multi-year, multi-million project to the Michigan Economic Development Corporation under their 21st Century Jobs Fund Program
- Proposal development began February 11 and submitted March 23, 2006
- On the basis of the independent assessment, through three screenings, the proposal was selected for a final interview on August 14, 2006
- Proposal Awarded, September 8, 2006

21st Century Jobs Fund Awards

- \$100 million total award in first round
- More than 500 proposal submitted
- Interviews granted to 179 projects
- 61 winning proposals
- Not-for-profit awards are grants, for-profit are loans for equity
- 90% of the awards were loans, 10% grants
- CAR/CVTA awarded \$3,149,755, third largest of 61 and largest not-for-profit award.

Project Concept and Scope

- Proposal: To develop and operate a virtual and real proving center as a vehicle communications test bed and evaluation lab.
 - ◆ One of a kind testing lab
 - ◆ Available to public and private entities as the reference environment to evaluate and qualify products.
 - ◆ Evolve into Certification/Validation laboratory
 - ◆ Establish a "fast feed back loop" to MEDC to provide information on job growth opportunities.



- ### Joint Management Plan
- CAR's role will be to:
 - ◆ establish test and evaluation requirements for CVPC's design
 - ◆ organizing and managing the human resources that will support these functions in the CVPC.
 - ◆ primary contact with the public agencies and universities
 - ◆ act as the project Principle Investigator
 - ◆ manage the project through the Center for Automotive Research.
 - CVTA's role will be to:
 - ◆ plan and manage the system design and business operation.
 - ◆ coordinate the activities of the engineering contributions
 - ◆ assure the implemented system meets specifications
 - ◆ act as primary contact with the automotive suppliers, telecommunications companies, and other companies
 - ◆ manage the project through the CVTA member companies.

- ### Advisory Board
- Kirk Steudle, Director, Michigan Department of Transportation
 - Brent Bair, Managing Director, Road Commission of Oakland County
 - Bob Lange, Executive Director, General Motors
 - Steve Speth, Director, DaimlerChrysler
 - Jim Vondale, Director, Ford Motor Company
 - Ron Heft, Vice President, VII Consortium, and Nissan
 - (Toyota, BMW, VW, Honda and Hyundai under legal review)
 - Harry Voccola, SVP, NAVTEQ
 - Dr. Huan Yen, Director, Delphi
 - Scott Propp, Director, Motorola
 - Scott Andrews, Managing Director, Cogenia Partners
 - Phyllis Donaldson Adams, Dykema Gossett
 - Jay Baron, President, Center for Automotive Research
 - Dr. Peter Sweatman, Director, UMTRI
 - Others including MEDC & DLEG

Major Stakeholder Groups

- Automakers
- Government Agencies
 - ◆ International, National, State, County, City
- Telematics device and Service companies
- Telecommunications
- Automotive suppliers (Tier 1, 2 and 3)
- Computer Infrastructure companies
 - ◆ Software & Hardware
- Communication Infrastructure Companies
 - ◆ Equipment/Component Manufacturers
 - ◆ Network Services
- Information Service Companies
 - ◆ Application Service providers
 - ◆ Content providers
- Roadside Responders & Operators
- System Integrators, Architecture and Engineering firms
- Collateral Stakeholders
 - ◆ Insurance, Legal and Financial institutions

Proposal Report Card (AAAS)

- Scientific and technical 24
- Personnel expertise 22
- Commercialization merit 23
- Ability to leverage funding 22

91

20-25, very impressive and virtually flawless
Every proposal over 80 is "highly recommended"

Potential Customers

- Federal Program contractors
- State DOTs
- City and County Road Commissions
- California VITAS
- Consumer Electronics Firms
- Tier 1 Automotive suppliers
- Automakers
- Network Architects
- Telecoms and Backhaul systems

Stay Tuned for the Next Chapter

THANK YOU
