Wien ZWA ON TEST REGIONS: PUBLIC ACCEPTANCE OF AUTONOMOUS DRIVING AND ITS IMPACTS ON ROAD SAFETY IN AUSTRIA, EUROPE AND BEYOND

KEY QUESTIONS:
1. What are the fears, expectations and knowledge on Autonomous Driving?
2. How to raise awareness and acceptance for Autonomous Driving?
3. How can we further promote research on the interaction with VRU?

KEY FINDINGS:

1. ACCEPTANCE & INFORMATION

PROVIDE INFORMATION | ENABLE PRACTICAL EXPERIENCES

What do people know (or believe to know) about autonomous driving?

<table>
<thead>
<tr>
<th>Information source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I heard about it in the media</td>
<td>50%</td>
</tr>
<tr>
<td>Autonomous cars are driving on testtracks</td>
<td>45%</td>
</tr>
<tr>
<td>Research is in progress</td>
<td>35%</td>
</tr>
<tr>
<td>I have never heard of autonomous driving</td>
<td>23%</td>
</tr>
<tr>
<td>I know it from TV &amp; movies</td>
<td>23%</td>
</tr>
<tr>
<td>You can buy autonomous cars in the US</td>
<td>5%</td>
</tr>
</tbody>
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WHAT ARE THE MAIN REASONS

56% are sceptical about automated vehicles

WHAT ARE THEIR REASONS?

55% are uncertain about how interaction between automated vehicles and other road users will work
49% are uncertain about the reliability of computers
47% believe traffic safety is at risk
20% expect more severe accidents

2. BREAKOUT SESSION AT AN INTERNATIONAL CONFERENCE TO DISCUSS MEASURES FOR THE SAFE INTEGRATION OF AUTONOMOUS DRIVING

HOW TO IMPROVE ACCEPTANCE & INFORMATION

79% state that reliable, understandable information could reduce their skepticism
78% state that practical experience with automated vehicles could reduce their skepticism

- Reliable information needs to be made available through relevant channels for all target groups.
- Enable practical life experiences.

3. INITIATIVE WIENZWA

THE FUTURE WILL BE AUTOMATED

WIENZWA TEST-TRACK IN VIENNA

MAIN FOCUS

- Open, European test bed for automated driving following the vision “Safety for all road users”
- How does interaction of vehicles and vulnerable road users change?
- Legal aspects: What is necessary to enable testing within clear legal security?
- Data use and Open Source requirements
- What new methods are there for accident forecasts and definition of dangerous spots?
- The driver as controller: Requirements for training, competence, role times

preparing showcases for the Transport Research Arena 2018 in Vienna, with a follow-up at the EU Council’s presidency in Austria in the second half of 2018.

MAIN CONCLUSIONS:

- The acceptance of new technologies and the level of understanding about them are directly linked and also directly linked to safety. In order to keep the population up to date, they should be comprehensively informed and integrated in this process.
- More real mixed traffic to conduct further research on the safe interaction between autonomous vehicles and other road-users.
- The benefits of connected, automated driving will not happen overnight. We believe that it needs research and measures to guarantee successful implementation. This is especially the case in cities – as there are many different road users.

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