Public officials frequently ask what their governments can do to promote and attract automated vehicles. This poster previews potential state and local strategies, some of which may also have national relevance. As the color coding below indicates, the different technologies and applications that constitute automated driving may demand different strategies:

<table>
<thead>
<tr>
<th>Paths to fully automated driving</th>
<th>Color key for each individual strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Something Everywhere”</strong></td>
<td></td>
</tr>
<tr>
<td>1) Increasing capability of advanced emergency intervention systems (AEIS)</td>
<td>Primarily promotes AEIS/ADAS</td>
</tr>
<tr>
<td>2) Increasing capability of advanced driver assistance systems (ADAS)</td>
<td>Primarily promotes driverless systems</td>
</tr>
<tr>
<td><strong>“Everything Somewhere”</strong></td>
<td></td>
</tr>
<tr>
<td>3) Increasing capability of driverless systems</td>
<td>Primarily promotes all three pathways</td>
</tr>
</tbody>
</table>

For further discussion of each of the strategies below, please see Bryant Walker Smith, How Governments Can Promote Automated Driving, forthcoming at newlypossible.org.

### Prepare government
- Identify a single point of contact
- Learn from credible sources
- Account for automation in planning processes
- Allocate resources commensurate with expectations

### Prepare physical and digital infrastructures
- Maintain roadways
- Review design, operation, and maintenance policies
- Ensure these policies are followed
- Strengthen and standardize data management
- Update vehicle registration databases
- Coordinate with USDOT on DSRC

### Prepare society
- Educate the public on the dangers of driving today
- Develop a break-the-plan for automation incidents
- Recognize broader technological and social changes
- Develop strategies for structural un- and underemployment

### Prepare local and regional planning
- Identify local needs and opportunities
- Develop public resources strategically
- Identify allies and constituencies
- Identify local needs and opportunities
- Inventory local activity centers (e.g., campuses, CBDs, ports)
- Promote unique community attributes
- Develop project proposals (public/private; local/other)

### Prepare legal infrastructure
- Do not pass a new law
- Audit existing law
- Inventory existing legal tools
- Ask developers what they need
- Seek uniformity of underlyng law
- Embrace regulatory reciprocity
- Incorporate technical work into law
- Employ general legal language selectively
- Clarify the legal status of novel vehicles and services
- Tailor bans on the use of electronic devices
- Enforce laws on speeding, texting, and drunk driving
- Strengthen laws on seatbelt use
- Embrace regulatory flexibility
- Clarify enforcement discretion

### Internalize the costs of driving
- Internalize the costs of driving
- Raise fuel taxes
- Raise mandatory insurance minimums
- Raise or impose parking prices
- Rationalize insurance
- Facilitate access to data
- Provide flexibility to insurers and customers
- Embrace pay-as-you-drive models

For more information, please see the materials at newlypossible.org:

- How Governments Can Promote Automated Driving (forthcoming article)
- Regulation and the Risk of Inaction; Automated and Autonomous Driving: Regulation under Uncertainty (2015 OECD report with Joakim Svensson)
- Automated Vehicles Are Probably Legal in the United States (2012 article)
- A Legal Perspective on Three Misconceptions in Vehicle Automation (2015 book chapter)
- Lawyers and Engineers Should Speak the Same Language (2015 book chapter)
- Proximity-Driven Liability (2014 article)