Planning for the Hype

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On the Rise
- Supplier proliferation
- Early adopters investigate
- First-generation products, high price, lots of customization needed
- Startup companies first round of venture capital funding
- R&D

At the Peak
- Activity beyond early adopters
- Negative press begins
- Supplier consolidation and failures
- Second/third rounds of venture capital funding
- Less than 5 percent of the potential audience has adopted fully

Sliding Into the Trough
- Second-generation products, some services

Climbing the Slope
- Methodologies and best practices developing
- Third-generation products, out of the box, product suites

Entering the Plateau
- High-growth adoption phase starts: 20% to 30% of the potential audience has adopted the innovation
HYPE

CONNECTIVITY

HO

COOPERATION

HA

AUTONOMY

0 1 2 3 4 5

POSSIBLE SCENARIOS

CAV Everywhere

TNCs Rule!

Connected Cars

Disneyland Rides

BAU

OUTCOMES

SAFETY

MOBILITY

ECONOMIC DEVELOPMENT

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AASHHO

The Voice of Transportation
Triggers Change Trajectory

- NHTSA Regulation
- 5G Deployment
- Technology → Society (e.g. Work from Home)
- Vehicle Cooperation

Horizon Year 2037

- CAV Everywhere
- TNCs Rule
- Connected Cars
- Disneyland Rides
- BAU

TODAY 2017

(e.g. Work from Home)

Vision Goals Objective

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