

# Autonomous Vehicles

*The Changing Economic Landscape and How Arizona Cities Can Be at the Fore of New Economic Trends*

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# SCOTTSDALE

Supporting the evolution and advancement of innovation

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# Overview

- ▶ Alignment with the State
- ▶ Building awareness
- ▶ Attraction and retention efforts
- ▶ The benefits



# Alignment with State of Arizona

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- ▶ Self Driving Vehicle Testing and Piloting; Self Driving Vehicle Oversight Committee
- ▶ Mayor Lane's Proclamation 'Emerging Technology & Autonomous Vehicle Friendly City'



# Building Awareness

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- ▶ Formed internal and external working groups
  - Discussion and multiple visits with client on key timelines/objectives/deliverables
- ▶ Worked collectively to streamline the process internally
  - Provided data and site selection assistance for initial pilot
- ▶ Strategic alignment to other partners, such as utility providers
- ▶ Managed the message appropriately

# Attraction and Retention Efforts

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- ▶ Promote successes and champion the 'WIN'
  - Top 10 tech community and growing
  - Younger and innovative urban demographic
  - Proven track record to be tech friendly
- ▶ Leverage relationships... Founders/CEO's talk!
  - Know what your local companies are doing to support these innovations
- ▶ Focus on new advancements in sectors like IoT
  - Blockchain/ Cryptocurrency / Cyber Security / Wearables

# The Benefits

- ▶ Ability for client to work with leadership at all levels
- ▶ Co-creation of autonomous vehicle experiences
  - A committed partner
- ▶ Strategic Plan alignment
- ▶ Economic diversification

# Thank you.

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