# the **BIG IDEA** worksheet

Identify a project you are working on where you need to communicate in a data-driven way. Reflect upon and fill out the following.

PROJECT ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

## WHO IS YOUR **AUDIENCE**?

(1) List the primary groups or individuals to whom you'll be communicating.

Urban mobility planners in Boston and city transportation officials of Boston.
Along with that Sustainability officers of Boston City

(3) What does your audience care about?

1.Demonstrating how AVs can solve real urban transportation challenges
2.Data-driven evidence of congestion reduction and sustainability gains
3.Identifying high-impact deployment zones and optimal operational models

(4) What action does your audience need to take?

1.Prioritize AV deployments in areas where they deliver the most congestion relief and sustainability benefits
2.Design and operate shared, electric AV fleets to maximize urban and business impact
3.Collaborate with city agencies and share operational data to support joint mobility optimization

(2) If you had to narrow that to a *single person*, who would that be?

The Head of Urban Deployment Strategy

## WHAT IS **AT STAKE**?

What are the *benefits* if your audience acts in the way that you want them to?

1.Tangible reductions in urban congestion and travel times
2. lower emissions, improved air quality

What are the *risks* if they do not?

1. Missed opportunities for AVs to address urgent urban mobility challenges
2. Continued or worsening congestion, emissions, and inequitable access

## FORM YOUR **BIG IDEA**

It should:

(1) articulate your point of view,

(2) convey what's at stake, and

(3) be a complete (and single!) sentence.

Boston has a chance to lead in sustainable urban mobility by embracing shared electric AVs now, the city can ease congestion and clean the air, or risk falling behind with worsening traffic and pollution.