

# Community Integration Subcommittee Meeting Summary

## Texas Advanced Air Mobility (AAM) Advisory Committee

Virtual Meeting // February 21, 2024, 1:30 pm – 3:30 pm (Meeting No.: 1)

**Chair:** Jim Perschbach

**Vice Chair:** Amanda Nelson

**Committee Attendance:** Angel Newhart, Brent Skorup, Cameron Walker, Ernest Huffman, George Kivork, Grant Guillot, Jeff Bilyeu, Jim Perschbach, Kendal Prosack, Michael Sanders, Nathan Trail

### Summary:

The meeting agenda included opening remarks, housekeeping, reviewing relevant research, discussing potential communication initiatives, stakeholder interviews, and closing remarks.

The subcommittee discussion focused on three potential communication initiatives to integrate AAM in Texas. Those initiatives included a public awareness campaign, a decisionmaker communication toolkit, and a safety training website for recreational drone operators. The committee discussed the need for the public education and awareness campaign to define AAM, mention its benefits, and be delivered to particular geographic areas when the information was relevant. They also mentioned the importance of tailoring communication initiatives to different audiences, such as educating state policymakers and local officials about infrastructure and charging needs.

The subcommittee addressed the communication barriers that exist regarding AAM. It was noted that there are a lot of negative perceptions and unrealistic safety and privacy concerns among the public. So, they agreed on the importance of educating the public in phases based on AAM operations timeline. It was suggested that taking different approaches to communicate about small Unmanned Aircraft System (UAS) and large AAM operations could be helpful considering the diverse perception of this subject.

The subcommittee showed great interest in organizing display days with influencers at large venues, like the State Fair, to get public attention to AAM. They brought up how real estate developers and infrastructure investors are passionate about investing in vertiports. It was suggested how working with the adjacent states would be helpful in integrating the AAM into the community. Some members also volunteered for a stakeholder interview with Texas State's communication team.

**Next Meeting:** March 20, 2024, 1:30 pm – 3:30 pm (Virtual)