



Drive Smart Technology RFEI: Addendum I
Responses to Questions
July 31, 2013

Please find below the first set of responses to questions the New York City Department of Transportation (NYCDOT) received regarding the Drive Smart Technology RFEI. NYCDOT plans to release a second set of responses (Addendum II) on Wednesday August 7, 2013.

Please note: the deadline for RFEI submissions has been extended by one week to Monday August 19, 2013.

1. Is there a scheduled pre-proposal/informational meeting for this RFEI? If so, please provide the date and location.

There is no pre-proposal meeting for this RFEI.

2. Can the NYC DOT provide more details on the development timeline of the demonstration project? Specifically what are the milestones for design, development and eventually market test with several hundred motorists?

This summer NYCDOT began the system design process. In August we will select our DFA and UBI partners and enter into a demonstration agreement with one or more partners. Once that is completed, the agency will work with each partner to integrate its products and services into the Drive Smart system and will then conduct a beta test with a group of 10 to 20 NYCDOT employees. NYCDOT expects this process be completed by late 2013. Concurrent with system development, NYCDOT will begin recruiting a group of about 500 users through partnerships with major New York City employers. The roll out of the Drive Smart demonstration project with about 500 users is expected in late 2013. This schedule is subject to change and will depend in part on responses to this RFEI.

3. What will be the maximum number of vendors by category (UBI or DFA) NYCDOT is envisioned to engage under the demonstration project?

NYCDOT envisions partnering with a minimum of one UBI and one DFA vendor. There is no maximum number of vendors.

4. In the system diagram the OBD device is shown in both diagrams. Will NYCDOT be willing to consider the option in which the OBD is omitted and only the phone



is used for data collection since the phone could also be used to collect GPS data although this option may come with pros and cons?

NYCDOT has a strong preference for smartphone DFA applications that are paired to an OBD-II device, but is willing to consider smartphone-only applications if they are compelling and meet the requirements outlined in the RFEI.

5. On page 3 of the RFEI, a stated goal of the Drive Smart program is to improve driving behavior. Is there any pre-Drive Smart AB testing which will be used as a guide when evaluating post-Drive Smart driving? Any guidelines the DOT will be following?

NYCDOT places a strong emphasis on project analysis and will conduct an evaluation of the impact of the Drive Smart demonstration project on driver choices. This evaluation will include surveys and focus groups of Drive Smart users before and during the demonstration period and an analysis of the driver behavior of a sub-group of volunteers using OBD-II data before and during the demonstration period.

6. Throughout the RFEI there is mention of DFA's using "smartphones" however smartphones are not defined. Is that only iOS and Android phones or will other smartphones be expected to work?

Respondents should describe which smartphone platforms they can develop for. We have interest in working on both Android and iOS platforms.

7. On page 3 of the RFEI, user data "will be transmitted from the OBD-II device to either the user's smartphone or directly to a cloud server hosted by NYCDOT." The first portion of this sentence seems to reference System Architecture 1.2 of Appendix A and the second portion of this sentence System Architecture 1.1 of Appendix A. Is that correct? If so the assumption of 1.2 is that data goes from OBD-II to a user's smartphone and then to the cloud server, is that correct?

First question: that is correct.

Second question: that is correct.

8. On page 3 of the RFEI, there is a requirement that "users can run multiple applications with a single OBD-II device..." (also on page 5) does that mean concurrently? If so, that will depend upon the COTS OBD-II device and not the smartphone software provided by the DFAs, is that understood? Alternatively, is



that in reference to the open architecture mentioned in 4.1.5 where developers can access a provided Application Programming Interface (API)?

Yes, it is NYCDOT's intent that users will be able to run multiple applications concurrently. This approach will allow users access to suite of services, rather than a single application. It is understood that this feature will have implications for the specification of the COTS OBD-II device(s) procured by NYCDOT for the demonstration project. In response to your last question, NYCDOT will provide access to the cloud server through an API to the DFA developers and UBI providers selected for the demonstration project. This access will be structured so as to protect the privacy and security of user data.

9. On page 4 of the RFEI, there are two configurations listed for OBD-II devices. The first is the pairing with a smartphone but mentions that the OBD-II device must store data locally and then transfer data in batch to the user's smartphone. This will depend upon the COTS OBD-II device having such capabilities. Many COTS OBD-II devices do not have local storage. Is this understood? Alternatively, the smartphone can store locally and batch upload to the server.

Yes, these issues are understood. The desired batching feature will have implications for the specification of the COTS OBD-II device(s) procured by NYCDOT for the demonstration project.

10. On page 5 of the RFEI, DFAs are required to provide customer care. To what extent is that customer care required especially given that the DOT will provide COTS OBD-II devices? Does customer care only cover the smartphone software provided by the DFAs? Provided DOT is providing OBD-II devices, will DFAs be responsible for faulty devices in terms of customer care? Furthermore, there is no mention in the RFEI of what happens in the event of a faulty OBD-II device, does the DOT purchase and replace such device?

DFA providers will be responsible for customer care directly related to their DFA applications. UBI providers will be responsible for customer care directly related to the provision of UBI products. NYCDOT will be responsible for customer care related to the OBD-II devices, which the agency will purchase through a separate procurement. Through the course of the demonstration project, NYCDOT will coordinate with its DFA and UBI partners on issues relating to customer care. NYCDOT will provide all demonstration project users with an OBD-II device at no cost and replace or troubleshoot that device should it fail.



11. Section 4.1.11 on page 6 of the RFEI is vague. What are field tests in this context? Are those demos of the application pre-pilot launch? What are the scopes of the field tests?

“Field tests” refer to the Drive Smart demonstration project that will be launched at the end of 2013 with up to 500 users.