

VISION ZERO

Building a Safer City



Welcome to the 7th Annual Fleet Safety Forum

Tuesday, October 25, 2022

Queens Theatre

Flushing Meadows Corona Park Queens, NY

NYC DCAS
Citywide Administrative Services

Program Agenda

- 7:00 a.m. Vendor Setup (Invited and Pre-confirmed)**
- 7:30 a.m. Registration and Networking Breakfast/Morning Exhibits**
- 8:45 a.m. Welcoming Remarks**
- Commissioner Dawn M. Pinnock, NYC Department of Citywide Administrative Services (DCAS)
 - Martine Hebert, Delegate General of Québec in New York
 - Chief Keith Mellis, NYC Department of Sanitation Director of Safety and Training
- 9:00 a.m. Update on Safe Fleet Transition Plans and Technology Pilots**
Deputy Commissioner and Chief Fleet Officer Keith Kerman, NYC DCAS
- 9:15 a.m. City Government Keynote**
Commissioner Ydanis Rodriguez, NYC Department of Transportation
- 9:30 a.m. Federal Government Keynote**
Stephanie Shaw, National Transportation Safety Board
- 9:45 a.m. Panel #1: The Future of Micro Mobility and Road Safety**
- Moderator:** Senior Planner Jen Roberton, Sam Schwartz
- Panelists:**
- Senior Operations Strategy Manager Patrick Knoth, Citi Bike
 - Director of International Development Martijn Kentie, Bewegen
 - Director of City Expansion & Universities Austin Marshburn, Bird
 - Director of Federal Affairs Noa Banayan, People for Bikes
- 10:15 a.m. Break**



10:30 a.m.

Event Keynote Speakers

Jacy Good and Steve Johnson of Hang Up and Drive

11:15 a.m.

Panel #2: Role of Automated Enforcement for Vision Zero

Moderator: Regional Administrator Richard F. Simon, U.S. Department of Transportation National Highway Traffic Safety Administration

Panelists:

- Deputy Commissioner Owen McShane,
New York State Department of Motor Vehicles
- Deputy Secretary for Transportation to Governor Kathy Hochul,
Nivardo Lopez
- Assistant Commissioner Kim Wiley-Schwartz,
New York City Department of Transportation
- Senior Director of Advocacy and Organizing Elizabeth Adams,
Transportation Alternatives
- Senior Advisor David Kelly, Representative from Acusensus
- Matthew W. Daus, Esq. Partner/Chair,
Windels Marx Lane & Mittendorf, LLP

12:00 p.m.

**Special Presentation from Vice President for Community Impact
Colleen Lucas, AB InBev**

12:20 p.m.

Panel #3: Safer Vehicles/Safer Roads

Moderator: Kat Krieger, Together for Safer Roads

Panelists:

- National Government Sales Manager Nate Oscarson, Ford
- Vice President of Operations Eric Dépot, Letenda
- Product Manager Jean Paré, Nova Bus
- President and CEO Dr. Bud Zaouk, KEA Technologies, Inc.
- Stephen Marlin, Representative from General Motors
- President of Global Sales Richard Kent, Vision Track

1:00 p.m.

Concluding Remarks

Networking Lunch and Exhibits





This year's NYC Vision Zero Fleet Safety Forum is our first in person Vision Zero Forum since the onset of the COVID-19 pandemic. During the pandemic we lost our colleague and friend Lenin Fierro who was so dedicated to road safety and the principles of this event. We honor his memory, and his wife Brenda and daughters Faith and Destiny are always in our thoughts.





Dawn M. Pinnock is the Commissioner for the NYC Department of Citywide Administrative Services (DCAS). As a proud native New Yorker, Dawn M. Pinnock is a transformative leader with more than two decades of experience at some of New York City's largest municipal agencies. Prior to serving as Commissioner, Pinnock served as the Executive Deputy Commissioner for People Operations and Risk Management at DCAS, where she led the agency's people-centered functions, including Administration, citywide Equity and Inclusion, citywide Human Capital, and Internal Audit. In her role, she maintained citywide oversight of services provided to the human resources, equal employment, and diversity and inclusion departments serving at every agency. Commissioner Pinnock has

also served as the Deputy Commissioner for Human Capital, overseeing all aspects of civil service administration and human resources operations. During her tenure at DCAS, she led teams that developed both the City's remote work policy and the return-to-work policy, launched mandatory sexual harassment training for over 360,000 City employees, and made the City's civil service process more accessible to current and potential City employees.

Prior to joining DCAS, Commissioner Pinnock served as the Vice President of Human Resources at New York City Transit and as the Director of Human Resources at the New York City Housing Authority (NYCHA). She holds a Master of Science in Urban Policy Analysis and Management from The New School for Social Research and a Bachelor of Business Administration from Baruch College. She is a Certified Human Resource Professional, and a member of both the Association for Talent Development and the Society of Human Resource Management.



Martine Hébert was appointed Quebec's Delegate General in New York on August 16, 2021. In this capacity, she is responsible for promoting Québec's interests in the eight states comprising the Mid-Atlantic region. Previously, she served as Quebec's Delegate in Chicago.

As an experienced economist, she is well-known to economic development stakeholders, policymakers, and the media, and has built her career at prominent public and private organizations in Canada. A seasoned expert on government relations and the business community, she has contributed to the economic development of Québec and Canada by serving for 10 years as senior vice-president and national spokesperson for Canada's largest

SME group, the Canadian Federation of Independent Business (CFIB).

Prior to that, she held various positions, including strategic advisor, manager, administrator and policy advisor. In April 2015, the renowned *Les Affaires* magazine also named her one of the six most influential personalities in Québec in the field of public affairs. She holds a master's degree in economics, has authored the book 'Les secrets du lobbying' and gave the first course on government relations at Université de Montréal where she was awarded an honorary degree in 2010 in recognition of her outstanding career.



Keith Mellis is a 35-year veteran with New York's Strongest "The Department of Sanitation." Starting his career in 1987 as a sanitation worker to assist in keeping this great a City clean and healthy place for the over 8+million New Yorkers who called it home, and rising to the rank of Chief of the Division of Safety and Training located at Floyd Bennett Field Brooklyn.

The Division of Safety & Training Chief is responsible for all administrative and operational training with the goal of ensuring employees have the knowledge and skills to perform their jobs safely and effectively in a hazard-free workplace. It also has jurisdiction to enforce federal, state, city, and departmental laws, rules, and regulations pertaining to safe motor vehicle operation, work

procedures, building maintenance, and driver's license requirements in addition to collision reduction initiatives, critical driver programs, snow training, truck measuring unit, defensive driving, and management skills training.



Keith Todd Kerman is a Deputy Commissioner at the Department of Citywide Administrative Services and New York City's first Chief Fleet Officer, appointed in 2011. Keith leads efforts in daily fleet services, fleet efficiency, vehicle safety, and fleet sustainability under Mayor Adams.

Keith implements nation leading efforts in shared servicing, telematics, truck side-guards, electric vehicles, solar carports, and biofuels. New York City has 29,500 fleet units; the largest US municipal fleet. DCAS operates the largest electric vehicle (EV) fleet (4,000+) and charging network (1,270+) in New York State. The city operates 20,000 alternative fueled vehicles including biodiesel, hybrid, plug in, or fully electric. This is the nation's largest alternative fuel powered fleet.

Keith is one of original leads of New York City's Vision Zero initiative. Under Deputy Commissioner Kerman's leadership, the City of New York has implemented the nation's largest government telematics rollout with over 27,000 City vehicles and school buses tracked. All telematics data is monitored through the DCAS Fleet Office of Realtime Tracking (FORT).

DCAS has trained over 75,000 drivers in defensive driving and installed over 72,000 vehicle safety systems including surround cameras, pedestrian collision warning systems, and backup alarms. This also includes North America's largest truck sideguard rollout and an initiative to install Intelligent Speed Assistance (ISA) on vehicles. Thanks to Keith, DCAS and US DOT Volpe have established a partnership to transition public and private fleets to safe and clean alternatives.

Deputy Commissioner Kerman has been a public servant for 29 years including 17 years at NYC Parks managing Citywide Operations from the Arsenal in Central Park.

Deputy Commissioner Kerman is from Massachusetts and an alumnus of Harvard College.

In 2019, Deputy Commissioner Kerman received the Sloan Public Service Award, referred to as the Nobel Prize of New York public service. In 2021, Deputy Commissioner Kerman received a national Climate Leadership Award from the Climate Registry, C2RS, and Bloomberg Philanthropies. In May 2022, Deputy Commissioner Kerman was inducted into the Public Fleet Hall of Fame and named this year's Legendary Lifetime Achievement award winner by Government Fleet Magazine.



Ydanis Rodriguez was appointed Commissioner of the Department of Transportation in December 2021 by Mayor Eric Adams – and began serving in the position on January 1, 2022. As NYC DOT Commissioner, Rodriguez oversees more than 5,500 employees, an annual operating budget of over \$1.1 billion, and a 10-year capital budget of \$19.7 billion. Rodriguez is the first Latino and only the second person of color to serve in the position.

In serving in this role, Commissioner Rodriguez has expressed the aspiration that, with the leadership of Mayor Adams, he will work with the people of NYC DOT to make New York City the most walkable and bikeable city in the nation, a vision which will guide

his leadership. He will work to bring government, local communities, the private sector, and academia together to make this vision a reality.

Previously, Commissioner Rodriguez served in the New York City Council, representing the 10th District that includes the neighborhoods of Washington Heights, Inwood and Marble Hill. First elected in 2009, he became a member of the Council's Transportation Committee, which he then chaired from 2014 through 2021. As Chair, Rodriguez led oversight of transportation agencies, spearheading the fight for improvements in mass transit and sustainable transportation – including expanded bus and bicycle lanes and the growth of bike share. Rodriguez worked closely with NYC DOT on the successful implementation of Car-Free Earth Day and was heavily involved in the annual Riders Respond Tour, where activists and officials call attention to mass transit by riding the subway over a 24-hour period. Together with former Speaker Corey Johnson, Rodriguez also co-led the fight to create Fair Fares, a program that provides a 50 percent discount on transit for New Yorkers who live under the poverty line. He sponsored more than three dozen other bills enacted into law – including those that protect pedestrians and cyclists, like the Streets Master Plan and the Dangerous Vehicle Abatement Program, as well as those focused on improving and expanding the rights of immigrants, women, workers, and New Yorkers seeking social justice.

Prior to elected office, Commissioner Rodriguez taught in New York City public schools for more than fifteen years. As a teacher, he co-founded two schools: Gregorio Luperon High School, founded in 1994 to support newly arrived immigrants from Latin America transitioning to the American educational system, as well as the Community Health Academy of the Heights, a school that has served 6th through 12th grades since 2005.

Born in the Dominican Republic, Rodriguez arrived in New York City in 1983 at the age of 18. Like most immigrants who come to America to pursue their dreams, he worked tirelessly -- including as a livery cab driver -- to put himself through City College of the City University of New York, where he earned both Bachelors and Masters degrees. At CUNY, he helped lead a student movement to maintain higher education at a cost accessible to working-class and middle-class New Yorkers.



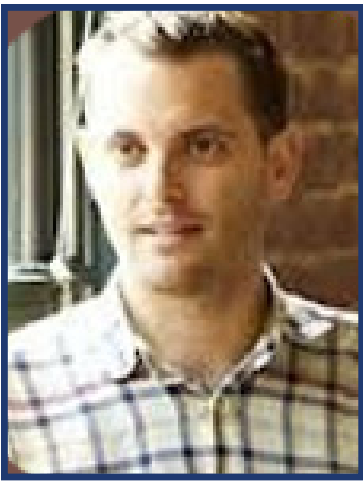
Stephanie D. Shaw is a Safety Advocate, with the NTSB Office of Safety Recommendations and Communications. She joined the National Transportation Safety Board (NTSB) in 1997. As a transportation safety advocate, she promotes the NTSB's Most Wanted List and road safety recommendations issued to the states. Stephanie is the NTSB advocacy lead for the Safe System Approach Most Wanted List safety item. Stephanie is considered an expert on child passenger safety and vehicle occupant safety. She has served as an NTSB technical panel member on forums on child occupant protection, impaired driving, aging drivers, and tire safety. She is a member of the national Lifesavers Conference planning committee and co-leads the conferences Safe System track. She is a member

of the Safe Kids in Automated Vehicles Alliance's Advocacy Subcommittee and served as a member of the Safe Kids Worldwide Children in Autonomous Vehicles Consortium. Stephanie is also the host of the Behind-the-Scene @NTSB podcast.



Jen Robertson (AICP) specializes in eliminating pollution from vehicle tailpipes to mitigate the impacts of climate change, improve local air quality, and build resilient communities. She is a senior transportation planner and the sustainability and resiliency lead at Sam Schwartz Engineering. Her work leverages over ten years of cross-sectoral experience in sustainable transportation. Ms. Robertson's work helps cities implement climate action plans and key strategies to adapt to emerging stressors, including leading work on electrification scaling from two to eighteen wheeled vehicles as well as addressing the livability and safety concerns stemming from vehicle traffic.

Before joining Sam Schwartz, Ms. Robertson was the Senior Transportation Policy Advisor at the New York City Mayor Office of Sustainability. She also previously worked at the City of Toronto's Environment and Energy Division and spent over six years working in non-profits specializing in providing resources for community members to learn bicycle repair. Ms. Robertson has a Master's degree in planning from the University of British Columbia and a Bachelor's degree from the University of Toronto.



Austin Marshburn is the Director of City & University Partnerships at Bird overseeing all aspects of Bird's city & university shared micromobility programs in North America. Prior to Bird, Austin spent seven years at Zipcar, where he built and led the university team comprising sales, account management, marketing and operations. Through his leadership, the team worked with over 400 campuses across the US.



Martijn Kentie is the Director of International Development for Bewegen Technologies. Originally from the Netherlands, he has a vast understanding of the necessities of a thriving bicycling project.

He accompanies cities, universities and private companies to implement a bike share system by working out the financial and operational requirements. Graduating from the University of Poitiers in France and the University of Oregon, he specializes in strategic and financial management, and sponsorship agreements.



Patrick Knoth is Citi Bike's Senior Operations Strategy Manager. He oversees operations strategy, planning, analytics, and execution for New York and New Jersey's bikeshare systems. In his role, Patrick manages system growth, new product launches, and service quality improvements. Prior to Citi Bike, Patrick was a Consultant at BCG, where he focused on public sector and consumer work. Patrick earned his J.D. from Harvard Law School and his B.A. from Harvard College. He worked for several years as a litigator at Cravath, Swaine & Moore.



Noa Banayan is the Director of Federal Affairs at PeopleForBikes. Noa's work supports bicycle businesses, expands bike infrastructure and improves bike riding experiences for all Americans through federal policy. She helps lawmakers leverage the power of bikes to advance equity, economic recovery, sustainability and mobility. She joined PeopleForBikes in 2019 with a background in environmental policy and is pursuing a graduate degree in legislative affairs from George Washington University. Outside of work and school, she enjoys e-biking around Washington, D.C. with her dog in tow and long weekend gravel rides.

A promotional graphic for the Intelligent Speed Assistance Pilot Program. The background is a blue-tinted image of a Chevrolet Bolt EV. The car has "NYC" and "Fleet" branding, along with the NYC seal and "ZERO EMISSIONS VEHICLE" text. A red speedometer icon is in the top left, with the text "Automatically Reducing Max Speed" below it. A red banner across the middle contains the text "Intelligent Speed Assistance Pilot Program" and "Utilizing Technology to Prevent Speeding". A red circle with a white center is on the front right of the car, with a white line pointing to the banner text.

Automatically Reducing Max Speed

Intelligent Speed Assistance Pilot Program
Utilizing Technology to Prevent Speeding

NYC DCAS
Citywide Administrative Services

Event Keynote Speakers

Jacy Good and Steve Johnson

Jacy and Steve met in August 2004 when they both moved into a dorm as freshman at Muhlenberg College in Allentown, PA.

They approached their May 2008 graduation day ready for “real life” to begin. Steve was set to enter the banking world while Jacy had landed a dream job through AmeriCorps to be a team leader for Habitat For Humanity. They had plans for careers as well as lives together, but just hours after receiving their diplomas they were suddenly and without warning sent into a world of terror, uncertainty, and overwhelming sadness.

About halfway back to her childhood home in Lancaster, PA the car carrying Jacy and her parents was struck head-on by a tractor trailer as both entered an intersection with green lights. The truck had swerved to try to avoid a man coming from the intersecting road who attempted to turn left through a red light. That man was talking on his phone at the time.

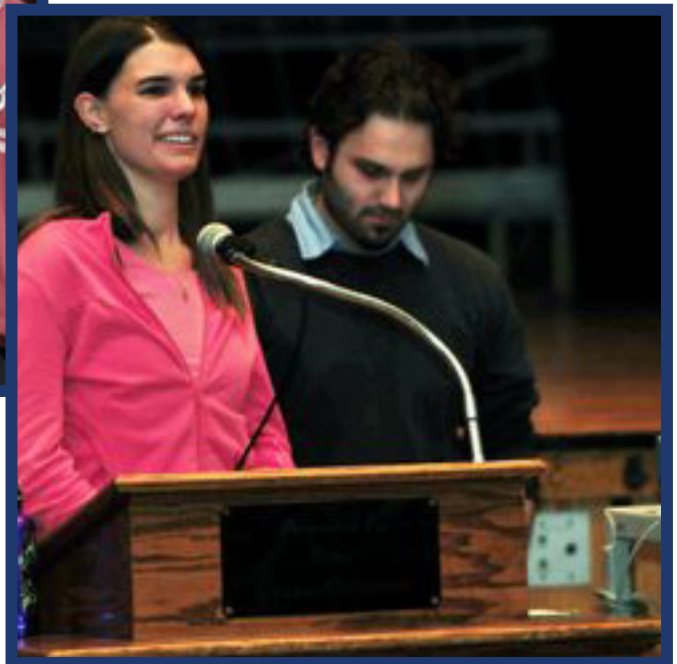
Jacy’s parents never left the scene but an astounding series of fortunate events and unequalled medical care kept Jacy alive in the crumpled car, the ambulance ride, and through 8 ½ hours of surgery. She was given just a 10% chance of survival as she lay comatose and nearly unrecognizable in intensive care that first night. Steve spent 12 hours a day by her side through four months of hospitalization. Jacy’s laundry list of injuries have managed to heal through time (and a healthy dose of titanium rods, plates, and screws) but due to a traumatic brain injury she is unable to use her left arm or lower leg and has minor lingering cognitive issues.

Less than a year after that life-altering tragedy Jacy began to campaign for a cell phone ban in her native Pennsylvania. This unexpectedly triggered an avalanche of interview requests and public appearances and since April 2010 Jacy has been on The Oprah Winfrey Show, a guest of Secretary-General Ban Ki-Moon at the United Nations, a “Hero Among Us” in People Magazine, a speaker at Maria Shriver’s Women’s Conference, on NPR’s Car Talk, and been featured in dozens of articles, television news pieces, and press conferences nationwide. You may also have seen her on TLC’s Say Yes To The Dress and in January 2015 Jacy was profiled on CNN’s The Human Factor. A PSA through AT&T’s ‘It Can Wait’ campaign went viral, with over 300 million views across social media.

It was early in their amazing journey that they realized their story could impact and potentially save lives and since 2011 they have spoken at over 1,200 events across the world to well over 300,000 people, encouraging the public to make safer choices, companies to develop and enforce cell phone policies, and legislators to put in place the necessary laws to protect the public.



Hang Up And Drive





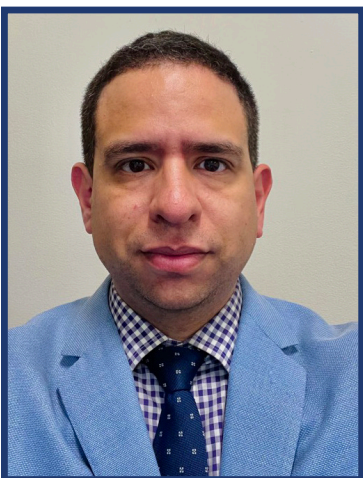
Richard Simon was appointed Regional Administrator for National Highway Traffic Safety Administration Region 2 in October 2019. He leads a professional team of program managers in the development and delivery of programs designed to implement agency priorities within Connecticut, New Jersey, New York, Pennsylvania, Puerto Rico and the U.S. Virgin Islands; and to oversee a combined \$110M in Federal highway safety grant funds.

Prior to this appointment, Richard served as Deputy Regional Administrator for NHTSA Region 2 from 2004 to 2019, supervising the regional staff and serving as senior advisor to the Regional Administrator. He has been with NHTSA since 1989.

Previously, Richard was Director of Community Education for the NYCDOT Safety Education Unit, where he administered the city's traffic safety grant program. He earned his MBA degree in Marketing Management from Pace University and BS degree in Economics from the City University of New York.



Owen McShane was appointed as a Deputy Commissioner for DMV in June 2022. Prior to this appointment he served as an Investigator for DMV for over 30 years, starting at an entry level position and reaching Director. He is also an Adjunct Professor at the University of Albany College of Emergency Preparedness, Homeland Security and Cybersecurity. He is a graduate of York College of Pennsylvania with a Bachelor's Degree in Criminal Justice and a Minor in Sociology. He obtained his Master's Degree in Public Administration and Counterterrorism at the University of Albany Rockefeller College of Public Affairs and Policy.



Nivardo Lopez is the Deputy Secretary for Transportation for the New York State Executive Chamber being appointed in November 2021. In this role, Nivardo serves as a senior advisor to Governor Kathy Hochul on all statewide transportation and infrastructure issues, and coordinates decision-making on policy, budget, and operations. Previously, Nivardo served as Bronx Borough Commissioner for the New York City Department of Transportation (NYCDOT). In that role, he advised the Commissioner on all policy issues affecting transportation in the Bronx and worked with the various divisions within the agency to ensure effective service delivery in the Bronx. In 2014, Nivardo joined NYCDOT as the Director of Legislative Affairs, responsible for developing the agency's

legislative agenda. Prior to working for NYCDOT, he worked for Comptroller Scott Stringer as Director of City Legislative Affairs and for the Bloomberg Administration as the Bronx Director for the Mayor's Community Affairs Unit. Nivardo began his career in government working at the New York City Council. Mr. Lopez is a longtime resident and native of the Bronx. He holds a B.A. in History from Saint Joseph's University and a M.A. in History from The City College of New York (CUNY).



David Kelly is a strategic advisor for Acusensus. His work with Acusensus has focused on introducing state highway safety offices, commercial motor vehicle offices and safety partners to the Acusensus solution.

Kelly is also a national expert on transportation safety and is the former Acting

Administrator and Chief of Staff for the National Highway Traffic Safety Administration (NHTSA). He was instrumental in executing proven traffic safety strategies to increase safety belt use, decrease drunk driving and motorcycle fatalities, and mobilize law enforcement. Kelly also provided counsel and direction during the development of Agency rulemakings on vehicle safety and fuel economy before

giving final approval. Kelly testified before Congress on behalf of NHTSA and USDOT priorities. A true safety advocate, under his leadership, the agency implemented traffic safety strategies that led to America's lowest fatality rate in history. He has spent the better part of the past two decades educating the public about the benefits of safe driving.

A major component of his work has been to assemble and lead national, industry-based coalitions and associations. Kelly was selected to lead an independent investigation into the root cause of certain defective Takata air bag inflators. Working with a team of experts and engineers he assembled, the group was able to find the root cause and provide guidance towards a long term solution for the first time in almost ten years.



Matthew W. Daus, Esq. currently serves as Transportation Technology Chair at the City University of New York's (CUNY) Transportation Research Center of The City College of New York, where he conducts research, and continues to be extensively published as an expert on ground transportation regulation and technology. As a CUNY Distinguished Lecturer from 2010-2018, he taught courses on transportation history, policy, sustainability, for-hire regulation and technology. Mr. Daus also continues to serve, since 2009, as President of the International Association of Transportation Regulators (IATR), a non-profit educational peer group of government transportation regulators from around the world promoting best regulatory and innovative practices. Mr. Daus

is the longest serving Commissioner/Chair/CEO of the New York City Taxi and Limousine Commission (TLC), where he served from 2001-2010. Prior to his tenure as Commissioner, Mr. Daus served in many other executive and counsel positions in NYC government for almost 20 years, including: General Counsel to the TLC and the NYC Community Development Agency; Special Counsel to the TLC and NYC Trade Waste Commission; NYC Human Rights Prosecutor; and Commissioner of the NYC Civil Service Commission. Mr. Daus is a partner at Windels Marx Lane & Mittendorf, LLP, where he founded and chairs the Transportation Practice Group since 2010.



Kim Wiley-Schwartz is an Assistant Commissioner for Education and Outreach at the New York Department of Transportation has worked to make communities stronger and safer in New York City for over 30 years. She began her community work in the arts focusing on afterschool education with a middle school specialty with such organizations as the 92nd Street Y, The Metropolitan Opera and the acclaimed TADA! Children's Theatre. When a four-year-old boy was killed a block from her home by an SUV driver 15 years ago, she changed her career, using her education and community organizing expertise to create curriculum for schools to work for safer streets. For the past twelve years she has served as the Assistant Commissioner for Education and Outreach at the New York City

Department of Transportation where she manages a staff of over 30 people who work with over 600 schools, senior centers and community organizations each year. She oversees many outreach efforts including the distribution of 20K bike helmets and hundreds of car seats to families who needs them annually. She has been a member of the Vision Zero Task Force since 2014 and she is thrilled to lead the culture change piece of the New York City Vision Zero Initiative.



Elizabeth Adams is the Senior Advocacy & Organizing Director for Transportation Alternatives and grew up in New York City. Previously, she served as a Legislative Director in the City Council and Director of Government Relations for Planned Parenthood of NYC. She specializes in government relations, public policy, and community organizing. Elizabeth helped to create the North Brooklyn Open Streets Community Coalition and is committed to redesigning McGuinness Boulevard and Atlantic Avenue. She helped write the bill that would allow citizens to report illegal and dangerous parking and supports creating bike boulevards in multiple neighborhoods.



Colleen Lucas is the Vice President, Community Impact for Anheuser-Busch. She leads an agenda that includes responsible drinking, road safety, disaster relief, economic empowerment, environmental sustainability, and the operation of A-B's iconic brewery experiences and Budweiser Clydesdales.

In the past year, Colleen and her team have forged a first of its kind coalition with Mother's Against Drunk Driving (MADD) and Uber to take a new approach to drunk driving prevention through its Decide to Ride campaign. They have also helped deliver over 4 million cans of emergency drinking water to volunteer fire departments and communities across the country responding to natural disasters.

Additionally, she has spearheaded the launch of the National

Recycling League, a multi-sports league coalition to raise awareness for recycling and encourage consumers to recycle wherever they are cheering for their favorite teams. Prior to her current role, Colleen has been at A-B for nearly 12 years, holding leadership positions in both Marketing and Innovations. Colleen earned a BA in Psychology from DePauw University and an MBA from Indiana University's Kelley School of Business.



Kat Krieger is the CMO of Together for Safer Roads, a global NGO leveraging technology, data and expertise to prevent traffic crashes, injuries and fatalities around the world. She drives strategic growth through TSR's purpose-driven road safety campaigns, including program expansion initiatives and leading all channels of member engagement.



Nathan Oscarson was recently promoted to lead both the Federal Government sales team as well as the State and Local sales team for the Ford Pro organization.

While at Ford Pro, Nathan worked to expand the fleet powertrain extended warranty on gas engines and added Transit and Super Duty ordering to Ford Pro AccuQuote. Last year, he was instrumental in launching the F-150 Ford Lighting Pro, targeting fleet customers with a purpose-built EV truck.

Nathan brings his deep knowledge of dealership operations, training, marketing, and Fleet sales experience to this new position.



Eric Depot is Vice President Operations at Letenda where he oversees engineering, procurement, and industrialization.

With 20 years of experience in the aerospace industries and 7 years in the transit bus manufacturing, safety has always been the first focus on each of his mandates.

With past experiences in operation, product development, industrialization, supplier management and in service maintenance, Eric has forged a solid experience entering is 3rd major development program.



Richard Kent is the President of Global Sales for VisionTrack Inc.

With over 20 years experience in Telematics, Video Telematics, Driver Behavior Technology, Direct Vision Standards, Artificial Intelligence and Computer Vision, Richard has worked to improve road, driver and pedestrian safety with some of the worlds largest organizations, both in the public and private sectors.

Richard was also personally responsible for delivering Europe's largest single deployment of Driver and Vehicle Safety technology to over 110,000 drivers and 48,000 vehicles and continues to work with some of the worlds leading companies and fleets to develop and deliver unique and innovative award winning in-vehicle technology, alongside best in class driver-behavior improvement programs.



Stephen Marlin is an EV Consultant Manager for GM Fleet. In this role he assists in leading EV initiatives for the GM Fleet organization. He works closely with fleet managers to help them understand the benefits of transitioning their fleets to GM electric vehicles, and importantly, how to make the transition, including meeting infrastructure requirements and employee training needs.

Stephen's auto industry experience began as an apprentice auto tech when he was participating in GM's Automotive Service Education Program (ASEP) in Kansas City, MO. After completing his B.S. in Power Technology at University of Central Missouri he moved to Michigan to work at the Chevrolet Customer Assistance Center.

Stephen held a variety of roles at GM including District Service

Manager, Chevrolet Brand Analyst, and Product Research Analyst. Stephen's interest in advanced vehicle technologies lead him to the Northeast where he supported GM's fuel cell demonstration program Project Driveway and the launch of the Chevrolet Volt. Stephen left GM briefly and worked for BYD demonstrating electric transit buses and supporting depot charging infrastructure projects. After BYD Stephen worked at EBP Supply Solutions, a janitorial distributor, where he created an industry awarded training program. During his career Stephen never stopped learning, earning a MSA in Organizational Behavior from Central Michigan University and an MSA in Sustainability Management from Columbia University. Stephen came back to GM in 2021 when he joined BrightDrop where he provided his expertise in electric vehicles to help educate last mile delivery companies about the benefits of going electric. This April Stephen drove a Zevo 600 from New York City to Washington, D.C. in an effort to set a Guinness Book World record for the longest drive by an electric van on a single charge.



Jean Paré obtained his Mechanical Engineering degree from the Université Laval (Québec, Canada) in 1993. Mr. Paré has a vast experience of nearly 30 years in product development, more specifically in the transportation and consumer product market with Alstom, General Electric and Nova Bus (Volvo Group). Mr. Paré joined Nova Bus in 2013 as a Sales Support Engineer and progressed to the position of Product Manager. In this role, Mr. Paré is responsible for managing the portfolio of new products and new product features. Mr. Paré considers product safety as a mindset and a culture fostering successful product life cycles.



Dr. Abdullatif (Bud) Zaouk is a scientist, engineer, and visionary committed to engineering innovation that promotes safety, efficiency and a path to next-generation technology. Bud is a serial entrepreneur dedicated to making the world a safer place through technology solutions and engineering services that have a positive impact on the world. He works side by side with his team each day to see this vision through to reality and is a dedicated partner to our manufacturing customers, ensuring they are able to safely accelerate production and time-to-market.

Bud's principled management and passion for excellence inspire his team to deliver innovative approaches to complex customer problems. An avid mountain climber and outdoor enthusiast, Bud

knows that you reach the summit through perseverance.

Always interested in the mechanics of "how things work," Bud pursued advanced training in mechanical engineering and biomechanics earning his doctorate from the George Washington University. Indulging his passion for research, Bud served as an Adjunct Professor at the George Washington University, Senior Research Scientist at GWU's FHWA/NHTSA National Crash Analysis, as Test Manager of the Federal Outdoor Impact Laboratory (FOIL) at the Federal Highway Administration's (FHWA) Turner-Fairbank Highway Research Center (TFHRC), and as a Research Engineer at the Ford Motor Company Safety Research and Development Department. Bud honed his managerial bio during his tenure as Director of Surface Transportation at QinetiQ North America.

CRASH ~~ACCIDENT~~™

crashnotaccident.com

Before the labor movement, factory owners would say “it was an accident” when American workers were injured in unsafe conditions.

Before the movement to combat drunk driving, intoxicated drivers would say “it was an accident” when they crashed their cars.

Planes don't have accidents. They crash. Cranes don't have accidents. They collapse. And as a society, we expect answers and solutions.

Traffic crashes are fixable problems, caused by dangerous streets and unsafe drivers. They are not accidents. Let's stop using the word “accident” today.

#crashnotaccident logo provided by  TRANSPORTATION ALTERNATIVES

SPEED CAMERAS
SAVE LIVES



24/7
365



© NYC DOT

SPEED CAMERAS

SAVE LIVES



24/7

365

- NYC's expanded speed camera law took effect on August 1, 2022.
- The law allows NYC to issue speed camera violations 24 hours a day, 7 days a week, year-round.
- NYC DOT is authorized to operate speed cameras in 750 school speed zones.
- Speeding in a school speed zone may mean a \$50 ticket for the person to whom your vehicle is registered.
- Drivers who drive 25 MPH or slower are better able to avoid crashes. Pedestrians struck at 30 MPH are twice as likely to die as pedestrians struck at 25 MPH.

VISION ZERO 
Building a Safer City

NYC

Eric Adams
Mayor



Ydanis Rodríguez
Commissioner

#SpeedCamerasSaveLives

We are deeply grateful to everyone who helped produce the
2022 Vision Zero Fleet Safety Forum.

Special thanks to DCAS Communications, Creative Services, Print Services, and Special Events teams for all their hard work in putting today's printed and visual messaging together

We would like to recognize all of our speakers and our partner agencies
on the New York City Vision Zero Taskforce.

Mayor's Office of Operations
Department of Citywide Administrative Services
Department of Transportation
New York City Police Department
Department of Health and Mental Hygiene
Taxi and Limousine Commission
Metropolitan Transit Authority
New York City Sheriff's Office
Office of Management and Budget
Business Integrity Commission
District Attorney's Offices
Law Department
Mayor's Office Community Affairs Unit

Thank you to all of our staff at DCAS Fleet Management for their work on all of our
Vision Zero initiatives.

And last, but not least, a special thank you to the Queens Theatre for hosting us.