

# Welcome to the 8th Annual **Vision Zero Fleet Safety Forum**



## Thursday, November 2, 2023 Queens Theatre

Flushing Meadows Corona Park Queens, NY



# Program Agenda

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**7:00 am** Vendor Setup (Invited and Pre-confirmed)

**8:00 am** Registration and Networking Breakfast/Morning Exhibits

**9:00 am** Welcoming Remarks

Dawn M. Pinnock, Commissioner NYC Department of Citywide Administrative Services (DCAS)

Peter Goldwasser, Executive Director, Together for Safer Roads

Mark J. F. Schroeder, New York State DMV Commissioner

**9:30 am** Update on Safe Fleet Transition Plans and Technology Pilots

Keith T. Kerman, Deputy Commissioner and Chief Fleet Officer, NYC DCAS

**9:50 am** Keynote and Awarding of Together for Safer Roads' Global Vision Zero Leadership Award

Natalie Draisin, Director, North American Office & United Nations Representative, FIA Foundation

**10:15 am** A Vision for Tomorrow

Moderated by Dr. Alex Epstein, Safety and Sustainability Senior Engineer, U.S. DOT Volpe Center

Panelists –

Geoff Rigg, President, Dennis Eagle Inc. North America

Sam Weller, Freight and Fleet Project Manager, Transport for London

Andrea Bach, Senior Solution Engineer, VisionTrack

Jim Olson, Vice President of Safety, Republic Services



**11:15 am**    **The Future of Safe and Sustainable For Hire Vehicle Fleets**

Matthew Daus, President, International Association  
of Transportation Regulators

David Do, NYC Taxi and Limousine Commissioner

**11:45 am**    **Braking the Culture of Speed**

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

Panelists –

Jessica Cicchino, Ph.D., Vice President of Research, Insurance  
Institute for Highway Safety

Mike McGinn, Executive Director, America Walks

Maxime Brault, Director of Road Safety Research, SAAQ

Julie Huntington, Member and Policy Advocate, Families for Safe  
Streets

**12:45 pm**    **Lunch and Networking**



**1:45 pm**

## **Workshops**

### **Storytelling for Change**

#### **Facilitated By:**

Dennis Williams, Senior Vice President, Corporate Social Responsibility & Corporate Affairs, Warner Bros. Discovery

Tiffany-Ann Taylor, Vice President for Transportation, Regional Plan Association

Kim Wiley Schwartz, Assistant Commissioner, Education and Outreach, New York City DOT

Sarah Patterson, Chief Marketing Officer, Samsara

Jacy Good and Steve Johnson, National Distracted Driving Speakers /Advocates and Founders of Hang Up and Drive

### **The Power of Procurement**

#### **Facilitated By:**

Kate Fillin-Yeh, Principal, Fillin-Yeh Consulting

Alex Johnston, Founder, Cities Reimagined

Masha Rudina, Deputy Assistant Commissioner, DCAS

Salvatore Mastriani, Vice President of Risk Management, Interstate Waste Services

Kirk Sander, Chief of Staff and Vice President of Safety and Standards

### **Right Size Then Electrify**

#### **Facilitated By:**

Greg Spotts, Director, Seattle Department of Transportation

Zach Miller, Director of Metro Region, Trucking Association of NY

**3:00 pm**

## **Closing Remarks**

Sam Stephens, Executive Director, AB InBev Foundation



## Welcome Remarks

9:00am - 9:30am

To launch the annual forum, we will have introductory remarks in the main auditorium from, New York City Department of Citywide Administrative Services (DCAS) Commissioner Dawn Pinnock, Together for Safer Roads Executive Director Peter Goldwasser, and New York State DMV Commissioner, Mark J. F. Schroeder.



**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.





## Welcome Remarks

9:00am - 9:30am



**Peter Goldwasser** has two decades of experience working across the public and private sectors, advising companies, non-profits and individuals on how to make a positive impact on the toughest social issues.

Prior to joining Together for Safer Roads, Peter ran his own consultancy, the PNG Group, providing counsel to executives at leading transportation, entertainment and technology companies on social, political and business affairs, while working with community stakeholders to transform challenging and diverse ideas into concrete strategies and actions.

Peter has also served as Deputy Director at Cities of Service, a national nonprofit of Bloomberg Philanthropies; advised Girl Rising, a global advocacy non-profit dedicated to empowering girls through education; and served as Chief Program Officer in the Office of Policy and Strategic Planning under former NYC Mayor Michael Bloomberg where he directed multi-agency efforts addressing education, immigration and anti sex-trafficking. Before working in city government, Peter was General Counsel and political director at Transportation Alternatives, the nation's premier cycling and pedestrian advocacy organization.

Peter is an avid supporter of public libraries and serves in various leadership positions at the Brooklyn Public Library (BPL). In 2015, he created the library's junior board, which he subsequently chaired for five years, as well as launching BPL's national Literary Prize. From 2018 to 2020, he chaired the NYC Board of the national non-profit Back on My Feet. He holds a J.D. from the Benjamin N. Cardozo School of Law and received his BA from New York University. Peter lives in Brooklyn, NY, with his wife and daughter where he can often be found running, biking, attempting to garden and exploring all sorts of hidden parks.



## Welcome Remarks

9:00am - 9:30am



**Mark J.F. Schroeder** was nominated by former Governor Andrew Cuomo to serve as the Commissioner of DMV in January of 2019. He previously served as the elected comptroller of the City of Buffalo from January 2012 until his appointment to DMV, and has also previously served as a member of the Erie County Legislature and New York State Assembly. Prior to his years of public service, Commissioner Schroeder spent 25 years in the private sector, including serving as vice president of two large corporations.

As a public servant, Mr. Schroeder has earned a reputation as someone his constituents turn to when they have a problem, whether it be minor or major. During his time in the Assembly, Mr. Schroeder authored "Amanda's Law," which requires carbon monoxide detectors in all homes. The law was named after a teen in his district, Amanda Hansen, who died from carbon monoxide poisoning while at a sleepover at a friend's house. He also sponsored legislation banning text messaging while driving and a law safeguarding children from sexual predators. Mr. Schroeder served as the chairman of the Assembly Subcommittee on Autism, and created an inclusive panel of mental health professionals, autism advocates and concerned parents with the mission of providing better care for those afflicted with the disorder.

In his first term as Buffalo Comptroller, the city's chief fiscal officer, Mr. Schroeder refinanced old debt, saving taxpayers more than \$62 million.

Under his fiscal management, Buffalo has received "Straight A" bond ratings from the three major credit rating agencies. He used these ratings in the bond market to borrow funds and refinance debt at the lowest interest rates in the City's history.

A lifelong Buffalo resident, Commissioner Schroeder and his wife, Kate Horan Schroeder, have three children - Michael, Allison and the late Matthew Schroeder. He is the proud grandfather of Lily and Marlee.





# Update on NYC's Safe Fleet Transition and Special Announcements

9:30am - 9:50am

Keith T. Kerman, DCAS Deputy Commissioner and NYC Chief Fleet Officer, will give an update on the city's efforts to improve safety in the largest municipal fleet in the country.



## **Keith T. Kerman, Deputy Commissioner at the Department of Citywide Administrative Services (DCAS)**

Keith T. Kerman is a Deputy Commissioner at the Department of Citywide Administrative Services (DCAS) and NYC's first Chief Fleet Officer, serving 50 agencies including NYPD, FDNY and DSNY. NYC's fleet is 28,500 units, \$1+ billion in annual expenditure, and 1,800 staff. NYC Fleet is a national leader in EV adoption, charging, telematics, biofuels, Vision Zero, and shared services.

Keith is a permanent civil servant in his 30<sup>th</sup> year including 17 with NYC Parks managing Citywide Operations. Keith has now served in senior roles under four NYC Mayors. Deputy Commissioner Kerman is an original member of the Citywide Vision Zero task force and under his leadership the city's fleet has reduced serious collisions and injuries through a comprehensive Safe Fleet Transition Plan (SFTP) developed in partnership with the US DOT Volpe Center. As NYC DOT focuses on the re-design of roadways for safety, DCAS is focusing on the re-design of cars and trucks for safety. Deputy Commissioner Kerman has made DCAS the national leader in truck safety side-guards, intelligent speed assistance (ISA), and live telematics tracking with over 28,000 vehicles monitored through the DCAS Fleet Office of Real Time Tracking (FORT). Through the SFTP, the city has implemented more than 83,000 safety enhancements including truck surround cameras, back up cameras, automatic braking, pedestrian avoidance systems, and V2V technology. Under his oversight since 2012, over 90,000 city fleet operators have taken a full day defensive driving class that reviews Vision Zero and best practices for driver safety. Among many steps, DCAS has barred hands-free phone operation by City fleet operators.

In 2019 Keith received the Sloan Public Service Award, often referred to as the Nobel Prize for NY public service. In 2021, Keith received a national Climate Leadership Award from the Climate Registry, C2ES, and Bloomberg Philanthropies. In 2022, Keith received a Legendary Lifetime Achievement Award through a vote of his peers nation-wide and presented by Government Fleet Magazine. Keith has been named to City & State's NY Transportation 100 list in both 2022 and 2023.

Keith is from Massachusetts and Harvard College as his wife Denise, a lawyer who works for Bloomberg LP. Keith and Denise have two children, Todd and Keith and are dual residents of Manhattan and Pelham NY.



## Keynote Speaker and Recipient of the 2023 Global Vision Zero Leadership Award

9:50am - 10:15am

We are honored to have Natalie Draisin, Director of the North American Office & UN Representative for FIA Foundation join us as our first keynote speaker of this year's forum and recipient of the 2023 Global Vision Zero Leadership Award.



### **Natalie Draisin, Director, North America Office & United Nations Representative, FIA Foundation**

Natalie leads global efforts to advance evidence-based solutions that improve public health through safe, sustainable mobility. At the FIA Foundation, she creates initiatives to fill gaps in the field.

Leading road safety advocacy at the United Nations, she has engaged with over one hundred Missions and secured safe mobility as part of the Sustainable Development Goals. She supported the creation of the first United Nations internal road safety strategy. To encourage the World Bank to require stronger safety measures in their five billion USD of road safety funding, she garnered support from over 40 bipartisan US representatives. Highlights of the \$8M of grants she has guided include founding Vision Zero for Youth with the National Center for Safe Routes to School, recognized as a USDOT first mover and implemented globally through the Institute for Transport and Development Policy. With Johns Hopkins University, she founded the New Mobility Initiative and the Global Road Safety Committee. She created the Child Health Initiative toolkit, a global repository of best practices, with The George Institute.

After recommending a focus on safe systems in the Bipartisan Infrastructure Law and National Roadway Safety Strategy by supporting a consortium led by Johns Hopkins University and the Institute of Transportation Engineers, Natalie is providing technical assistance to two communities receiving USDOT SS4A (Safe Streets and Roads for All) funding.

With CDC and CDC Foundation, she published a Traffic Conflict Technique Toolkit to identify high crash areas around schools before injuries and deaths occur. The toolkit resulted in a 70% decrease in conflicts (near misses) among the largest school district in Mexico, and led to updated transit operations and new mobility infrastructure guidelines. The Government of Costa Rica has translated, adapted, and implemented the guide. (continued on next page)



As a consultant for the Automotive Coalition for Traffic Safety, Natalie is the deployment strategist for DADSS (Driver Alcohol Detection System for Safety). She has also worked with the NTSB, World Health Organization, Pew Charitable Trusts, and Accenture.

In 2021 Natalie was globally recognized as a Remarkable Woman in Transportation by TUMI (Transformative Urban Mobility Initiative). She serves on various executive committees, boards, and panels, and has published peer-reviewed papers, op-eds, guidance, and reports on road safety, gun violence, gender equity, and obesity prevention. She has a BA, MPH, and MBA from Johns Hopkins University, where she was recognized as the 2015 Outstanding Recent Graduate of the Johns Hopkins University Bloomberg School of Public Health. Once upon a time, she cycled across the US to raise money for cancer research, giving her an up-close perspective on cyclist safety. A French-American raised in Closter, New Jersey, she lives in Reston, Virginia with her husband and two boys, who inspire her to keep fighting for safe, healthy journeys to school for all.



In Remembrance of Miriam Frankl



## A Vision for Tomorrow Panel

10:15am - 11:15am

During this panel, we will hear from vehicle manufacturers, technology providers, large trucking fleets, health professionals, and advocates to discuss topics such as the original London initiative, advances and obstacles to domestic truck redesign, and how technology can play a critical role in mitigating inherent vehicle issues. We will also look at the early results of American pilot programs and how we are building the Truck of the Future here in New York. Speakers include:



### **Dr. Alex Epstein, Safety and Sustainability Senior Engineer, U.S. DOT Volpe Center**

Dr. Alexander Epstein joined the US Department of Transportation Volpe Center, or Volpe, in 2011, where he leads transportation sustainability and vulnerable road user safety initiatives spanning local, state, and federal transportation agencies. Dr. Epstein oversees research, analysis, and demonstration partnerships with fleets, industry, and nonprofits to assess the safety and sustainability benefits of improved vehicle designs and technologies, and he leads or supports coordinated research in support of multiple DOT operating administrations, linking local deployment with federal stakeholders and best practices. Dr. Epstein directly supports several cities' Vision Zero initiatives to eliminate traffic fatalities.



### **Geoff Rigg, President, Dennis Eagle Inc., North America**

With over 30 years of experience in the specialist vehicle sector, Geoff has established a name for himself as a respected business leader. His journey began as an Apprentice Engineer at Dennis Eagle, which provided a strong foundation of practical knowledge. Throughout his career, he has developed a deep understanding of the industry and established strong connections across the waste management sector within Europe and the USA.





## A Vision for Tomorrow Panel

10:15am - 11:15am



### **Sam Weller, Freight & Fleet Project Manager, Transport for London**

Sam has worked within the Transport & Logistics sector for a considerable time, having had a highly successful military career (30 years), serving in varying senior transport & logistical managerial appointments around the globe, managing road risk, compliance and general transport operations in sometimes high risk, and austere environments, with the last regular Army appointment in 2001, as the Command Master Driver, (Warrant Officer Class One) Royal Logistics Corps (RLC) in Rheindahlen, Germany.



### **Jim Olson, Vice President of Safety, Republic Services**

Jim has over thirty years of professional safety and environmental experience. He has worked in the solid waste industry, transportation industry, and printing industry. His responsibilities have focused on field EH&S management and EH&S program development and implementation. Jim has a wide breadth of organizational and industry safety knowledge and leads a team of four employees in the Corporate office along with providing direction to 35 field safety managers and trainers.



### **Andrea Bach, Senior Solutions Engineer, VisionTrack**

Andrea Bach has been designing, implementing, and selling Field Service, Telematics, and Video Telematics solutions for more than 20 years. She has worked with customers in many sectors including government, energy, construction, and trucking during her time at organizations such as ClickSoftware, Telogis, Trimble, Oracle, and VisionTrack. She is passionate about ensuring that customers have the right tools to solve their unique business challenges. She resides in Portland, Oregon with her three sons and a grand-dog named Lizard.



# The Future of Safe and Sustainable For Hire Vehicle Fleets

11:15am - 11:45am

During this special presentation we will hear about the past, present, and future of safe and sustainable yellow taxis, rideshare vehicles, and other forms of shared mobility.

## Introduction by

### **Matthew Daus, President, International Association of Transportation Regulators**



Matthew W. Daus is the Founder and Chair of the Transportation Practice Group. His practice focuses on transportation law, counseling clients on a broad range of matters including regulatory compliance, strategic planning, procurement, litigation, regulatory due diligence, expert witness testimony and reports, administrative law and public policy. Within this area Mr. Daus coordinates representation on a wide array of legal needs and services representing ground transportation, technology and related businesses and government entities. Mr. Daus also practices in the area of employment law, advising employers concerning the hiring and discharge of employees, employment discrimination laws and general personnel and policy matters.

## Speaker

### **David Do, Commissioner & Chair, NYC Taxi & Limousine Commission**



David Do was nominated to serve as Commissioner and Chair of the New York City Taxi and Limousine Commission (TLC) by Mayor Eric Adams on April 28th, 2022, and was confirmed by the City Council on May 19th, 2022. Previously, Commissioner Do served as the Director of the Washington, D.C. Department of For-Hire Vehicles (DFHV), where he oversaw the city's fast-moving and competitive for-hire vehicle industry. In this role, Commissioner Do improved the driver and passenger experience by leveraging technology and data analysis to drive decision-making, enhance efficiency, and improve administrative processing. Under his leadership, DFHV created a centralized dispatch platform through which residents can summon a wheelchair-accessible taxi and successfully launched DC Micro transit, an on-demand shuttle service to meet travel needs for residents living in hard-to-reach areas.





## “Braking” the Culture of Speed Panel

11:45am - 12:45pm

This panel will bring together federal leaders, road safety organizations, victim advocates and fleet operators to discuss how we can lower speeds through a variety of interventions, including education, driver training, and innovative technology like intelligent speed assistance. Importantly, we will also explore the social and cultural aspects of speed, discussing how as a society we can best understand and confront what is often an overwhelming glamorizing of speed. Speakers will include:



### Moderator

#### **Richard Simon, Region 2 Administrator, NHTSA**

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. Previously, Richard was Director of Community Education for the NYCDOT Safety Education Unit, where he administered the city's traffic safety grant program.



#### **Julie Huntington, Member and Policy Advocate, Families for Safe Streets**

Julie Huntington is a Queens-based educator and activist who enjoys walking, running, and cycling around New York City. She became a member of Families for Safe Streets (FSS) in 2019 after her father Kim (forever 65) was senselessly killed in a crash. He was mortally wounded by falling debris after a man driving an illegally overweight commercial truck sheared off the underdressing of a bridge construction project. Julie puts her pain to purpose as a member of FSS in loving memory of her dad and in the hopes that the day will come when no one will suffer the pain and devastation of losing a loved one to traffic violence.



## “Braking” the Culture of Speed Panel

11:45am - 12:45pm



### **Mike McGinn, Executive Director, America Walks**

Mike got his start in local politics as a neighborhood activist pushing for walkability. From there he founded a non-profit focused on sustainable and equitable growth, and then became mayor of Seattle. Just before joining America Walks, Mike worked to help Feet First, Washington State’s walking advocacy organization, expand their sphere of influence across Washington state. He has worked on numerous public education, legislative, ballot measure and election campaigns – which has given him an abiding faith in the power of organizing and volunteers to create change.



### **Jessica Cicchino, Ph.D., Vice President of Research, Insurance Institute for Highway Safety**

Jessica Cicchino is Vice President of Research at the Insurance Institute for Highway Safety in Arlington, VA, where she oversees research on speed, transportation engineering, vulnerable road users, and vehicle technology. Prior to joining the Institute in 2012, she was a research psychologist with the National Highway Traffic Safety Administration. Dr. Cicchino holds a PhD in psychology from Carnegie Mellon University.



### **Maxime Brault, Director of Road Safety Research, SAAQ**

Mr. Maxime Brault is the Director of the Road Safety Research Department within the automobile public insurance Society (SAAQ) of the province of Quebec since 2017. The Research Department is responsible, for disseminating, analyzing and interpreting the road safety record for Québec, as well as for acquiring knowledge and monitoring road safety. Graduated from Laval University with a master’s degree in epidemiology, he has been working in road safety for over 30 years. He worked at SAAQ as an expert advisor and researcher in road safety from 1993 to 2008 on the topics of speeding and drugs and driving. He was also at the Ministry of Transportation between 2008 and 2013 for the implementation and evaluation of the photo radars and red-light cameras in the province of Quebec.



## Workshop — Storytelling for Change

1:45pm - 3:00pm

Hearing from leading communication, education and social responsibility experts, we will learn about the art of storytelling and discuss how to best leverage stories to drive change and create safer policies and outcomes. The workshop will feature thoughtful presentations from experts -- both public and private -- who will share their insights, their own personal stories and lessons learned. The session is interactive, and you will have the opportunity to ask your own storytelling questions and begin to build your own road safety story.



### **Dennis Williams, Senior Vice President of Corporate Social Responsibility, Warner Bros. Discovery**

Dennis Williams leads Corporate Social Responsibility for Warner Bros. Discovery where he oversees the company's global philanthropic strategies, community and corporate partnerships, volunteer program and ESG & CSR initiatives. Prior to Warner Bros. Discovery, Williams was head of Corporate Social Responsibility (CSR) at WarnerMedia and HBO. Williams is an advocate for equality in education and LGBT rights and serves on the board for The Fund for Public Schools, The Center for Fiction and NYC's LGBTQ Community Center. A native of Kansas City, Williams holds a B.A. in English from Hamline University.



### **Tiffany-Ann Taylor, Vice President for Transportation, Regional Plan Association**

Tiffany-Ann Taylor is the Vice President for Transportation at the Regional Plan Association (RPA). Prior to working at RPA, she served as Deputy Director of Freight Programs, Education and Research for the Freight Mobility unit at the New York City Department of Transportation and as an Assistant Vice President at the New York City Economic Development Corporation. Tiffany is a first-generation American, the brainchild of the Hindsight Conference and former President of the New York Metro Chapter of the American Planning Association.





## Workshop — Storytelling for Change

1:45pm - 3:00pm



### **Kim Wiley Schwartz, Assistant Commissioner, Education and Outreach, New York City Department of Transportation**

Kim Wiley Schwartz is an Assistant Commissioner for Education and Outreach at the New York Department of Transportation. She has worked to make communities stronger and safer in New York City for over 30 years. For the past thirteen 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 need them annually. She has been a member of the Vision Zero Task Force since 2014.



### **Sarah Patterson, Chief Marketing Officer, Samsara**

Sarah is the chief marketing officer of Samsara, overseeing go-to-market strategy, brand building and lead generation in support of Samsara's strategic plan.

Prior to Samsara, Sarah spent more than 12 years at Salesforce, most recently serving as executive vice president of CRM and cross-product marketing where she was responsible for the marketing for Sales Cloud and Service Cloud, and also ran a cross-product marketing team that led C-Suite solution marketing, product naming, release marketing and launch marketing. Sarah has run marketing for Service Cloud since 2013, helping to scale the business into Salesforce's largest product line. In 2020, she also led the launch of Salesforce's Work.com solution and Vaccine Cloud. Through her tenure at Salesforce, she has run EMEA product marketing team, industries marketing and SMB product marketing.



## Workshop — Storytelling for Change

1:45pm - 3:00pm



### **Jacy Good and Steve Johnson, National Distracted Driving Speakers /Advocates and Founders of Hang Up and Drive**

Jacy and Steve met in August 2004 when they both moved into a dorm as freshman at Muhlenberg College in Allentown, PA. In May 2008, Jacy and her parents were struck head-on by a tractor trailer. Less than a year after that life-altering tragedy Jacy began to campaign for a cell phone ban in her native Pennsylvania. Since April 2010 Jacy has been

on The Oprah Winfrey Show, a guest of Secretary-General Ban Ki-Moon at the United Nations, a guest of Secretary-General Ban Ki-Moon at the United Nations, a “Hero Among Us” in People Magazine and been featured in dozens of articles, television news pieces, and press conferences nationwide.

It was early in their amazing journey that Jacy and Steve realized their story could impact and potentially save lives. 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.



## Workshop — The Power of Procurement

1:45pm - 3:00pm

This workshop will take a deep dive into the world of procurement and will specifically look at how we might best revise and update procurement policies and procedures so that direct vision trucks can be more easily identified, approved and ultimately purchased. Workshop discussion will include best practices from TSR's new Direct Vision Adoption Guide, a practical tool to help operators transform their fleets for safety.



### **Alex Johnston, Founder, Cities Reimagined**

Alex Johnston is a civic designer and social entrepreneur. In 2014, Alex founded Cities Reimagined, a civic design firm that employs principles of design to solve complex challenges in urban cities. Alex completed her MBA in 2014 and is a graduate of the London School of Economics with a Master's Degree in Cities.

Alex is known as a relentless optimist, someone who gets things done and has the ability to bring even the most divisive groups together around a shared mission. After completing undergraduate and graduate degrees in business, Alex spent years working as a social worker with at-risk mothers and their babies.



### **Kate Fillin-Yeh, Principal, Fillin-Yeh Consulting**

Kate Fillin-Yeh is the Principal of Fillin-Yeh Consulting. An experienced urban planner, city policy-maker, and creative problem-solver, Kate most recently served as the Director of Strategy at NACTO, where she oversaw the organization's strategic communications, federal and local policy, transit, and vehicle design/emerging technology portfolios. At NACTO, Kate developed and managed a variety of major initiatives, including the American Cities Climate Challenge, NCAP reform, and the Better Bike Share Partnership. Previously, Kate worked at the New York City Department of Transportation where she designed and implemented Citi Bike, the nation's largest and most heavily used bike share program.





## Workshop — The Power of Procurement

1:45pm - 3:00pm



### **Masha Rudina, Deputy Assistant Commissioner, DCAS**

Masha Rudina has worked for the Department of Citywide Administrative Services since 2010 and currently serves as a Deputy Assistant Commissioner/Deputy ACCO in the Office of Citywide Procurement. She runs point on nearly every major city contract that involves vehicles, trucks, parts, or related services including working with agencies, NYC Fleet, and Legal on specifications and bids. Along with her procurement team Masha reviews all vehicle specifications and works with various stakeholders to ensure that the city is procuring vehicles with advanced safety systems such as automatic braking, pedestrian collision warnings, surround cameras, and truck sideguards.



### **Salvatore Mastriani, Vice President of Risk Management, Interstate Waste Services**

Sal is responsible for all aspects of risk and compliance within the operations of IWS. He implements standards and protocols that ensure IWS exceeds industry standards and continuously grows our safety culture. Sal leads IWS's Safety Driven Employee Recognition Program, which encourages an all-encompassing safety culture through online assessments and recognition of top performers. Sal brings a wealth of knowledge in the field as he began his career in the insurance industry in 1989 gaining experience in risk mitigation, claims, compliance, and underwriting.



### **Kirk Sander, Chief of Staff and Vice President of Safety and Standards**

Kirk Sander leads the National Waste & Recycling Association's effort to make the industry safer through engagement with our members and federal agencies, specifically the Occupational Safety and Health Administration (OSHA) and the Federal Motor Carrier Safety Administration. He also serves as the Secretary for the Z245 Standards Committee. In 2022, Kirk was named one of the top 40 Under 40 in the waste industry by Waste360.

Kirk comes to NWRA from the National Safety Council, where he was a member of the government affairs team working on workplace safety, road safety and fighting the opioid crisis.



## Workshop — Rightsize, Then Electrify

1:45pm - 3:00pm

This workshop will focus on rightsizing fleets and the safety, environmental and community engagement aspects of doing so. The conversation will be led by a leading expert in the field – Director of Seattle’s Department of Transportation Greg Spotts, and will include specific examples and best practices so that participants can leave with a better understanding of how they can analyze the “right size” of their own fleet.



### **Greg Spotts, Director, Seattle Department of Transportation**

Greg Spotts joined the Seattle Department of Transportation as Director in September 2022, after a fourteen-year career at the City of Los Angeles. On arriving at SDOT, Greg directed staff to conduct a rigorous review of the Vision Zero program which was published in February 2023, along with five early momentum actions to improve safety on Seattle streets. Greg has articulated a new vision for SDOT’s large fleet of vehicles: “right-size, then electrify.” A top priority for Greg is invest in underserved communities while implementing the strategies in SDOT’s first-of-its-kind Transportation Equity Framework; this equity focus led to SDOT providing 10,000 free transit cards to residents of Seattle Public Housing in early 2023.



### **Zach Miller, Director of Metro Region, Trucking Association of New York**

Zach Miller is the Director of Metro Region Operations for the Trucking Association of New York (TANY). He previously served as the Metro Region Vice-Chair for TANY and represented the Metro-Region on the Board of Directors. He also served as the head of STTTREAM (the dedicated multi-media channel) and Business Development at TruckTractorTrailer.com, as well as the head of media at Green Island EV Co., and co-founded NewYorkTruckStop.com. A recipient of TANY’s Outstanding Service Award, Zach completed his BBA in Business Administration from Hofstra University and is a proud graduate of the TANY Leadership program.



## Closing Remarks

3:00pm - 3:30pm



### **Sam Stephens, Executive Director, AB InBev Foundation**

Sam Stephens is the Executive Director of the AB InBev Foundation (ABIF), an independent corporate philanthropy that invests in public health, social entrepreneurship, clean water, sustainable agriculture, and disaster response/resilience initiatives around the world. Prior to his role at ABIF, he spent over 20 years leading international NGOs and philanthropies focused on sustainable development and humanitarian causes worldwide. In addition to his work at ABIF, Sam advises global leaders and is actively involved in groups including the World Economic Forum, Milken Institute, Concordia, Clinton Global Initiative, and more. He is also a member of several committees and task forces for the UN and other multilaterals, and he currently serves as chair of the Council on Effective Disaster Response and immediate past chair of the Global Impact Council.

Sam has served as a Professor of International Business and is a frequent speaker on international development, humanitarian affairs, and philanthropy topics globally. Based in New York City, his work has taken him to more than 120 countries around the world.







The Lenin Fierro Vision Zero Fleet Advocacy Award is presented annually to an individual who has the leadership, positivity, commitment, approachability and personal dedication to transforming organizations towards the goals of Vision Zero.

The award honors a true champion of road safety, a father of two daughters, a loving husband, a Navy veteran, colleague, and friend to all he met Lenin Fierro who lost his life due to COVID 19 in March 2020.

We recognize the first two honorees Nigel Reid, director of transportation for City Harvest, and Mahanth Joishy Fleet Superintendent for the City of Madison. To our former colleague Mahanth we are thinking of you today as well.

This years award winner Greg Spotts, Director of the Seattle Department of Transportation (SDOT) is a true champion and pioneer of road safety. **Greg has brought Vision Zero and Safe Systems approaches into every road project in his city and created Seattle's first ever Chief Transportation Safety Officer to keep safety at the forefront of transportation decision making.**

We congratulate Greg for this well deserved honor.







Each year, the Together for Safer Roads Global Vision Zero Leadership Award is presented to an individual who has made deep seated, broad-based, inspiring contributions to the global Vision Zero movement.

We are proud to announce that Natalie Draisin, Director, North America Office & United Nations Representative at the FIA Foundation is this years awardee.

From her early work with Johns Hopkins University and MADD redesigning streets around campus and advocating for ignition interlock technology, to working with National Center for Safe Routes to School to create Vision Zero for Youth, and her championing Bike Bus she is truly a champion for saving lives.

We also thank Natalie for her keynoting today's forum.





City of Boston, Massachusetts

Office of the Mayor  
**Michelle Wu**

To all of our road safety advocates, fellow public officials, and all of today's attendees: It's my honor to welcome you to the Vision Zero Fleet Safety Forum, co-hosted by Together for Safer Roads and New York City!

In Boston, we're proud of the significant progress we've made in reducing the number of crash-related injuries and fatalities. But, across the country and around the world, roadway accidents continue to cut short or forever alter millions of lives.

Every traffic incident that results in death or injury is one too many. That belief is at the core of the work we do every day. It is the motivation behind our Safety Surge initiative to install more speed humps on neighborhood streets, improve safety at intersections, and overhaul our traffic signal guidelines. And it is why events like this one—that bring together decision-makers, experts, and community members—are so important, as we work together to make Vision Zero a reality.

From laws like our Truck Side Guard Ordinance and creative new vehicle designs that improve visibility, to New York City's intelligent speed assistance pilot, there is no shortage of levers that local governments can pull when it comes to creating safer streets for all of us. I want to thank Alex Epstein of the U.S. DOT Volpe Center, and Keith Kerman, NYC Chief Fleet Officer and DCAS Deputy Commissioner, for championing innovative approaches to increased sustainability and road safety.

Finally, I want to congratulate Natalie Draisin from the FIA Foundation for receiving the Global Vision Zero Leadership Award and Greg Spotts, Director of Seattle DOT for earning the Lenin Fierro Vision Zero Fleet Advocacy Award. Thank you both for your work to make roads safer here in the U.S. and around the world.

In Boston, we're proud to be a Vision Zero city, working in partnership with communities like this one to create a world where streets are safer, more effective spaces for mobility and connection.

Wishing you all a productive conference.

In solidarity & safety,

Michelle Wu  
Mayor of Boston



We are deeply grateful to everyone who helped produce the  
**2023 Vision Zero Fleet Safety Forum**

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

Business Integrity Commission (BIC)

City Hall

Department of the Aging

Department of Citywide Administrative Services (DCAS)

Department of Health & Mental Hygiene (DOHMH)

Department of Transportation (DOT)

Law Department

Mayor's Office Community Affairs Unit

Mayor's Office of Data Analytics

Mayor's Office of Operations

Metropolitan Transportation Authority (MTA)

New York County District Attorney's Office

Office of Management & Budget (OMB)

Police Department (NYPD)

Sheriff's Office

Taxi & Limousine Commission (TLC)

Thank you to DCAS Fleet for their work on Vision Zero initiatives.

And a special thanks to the Queens Theatre for hosting us.



