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MARCH 11, 2016

ISSUE 130

FLEET POSTERS TO STRESS 5 KEY SAFE DRIVING THEMES

KEITH T. KERMAN

This week, the Mayor's Office of Operations released the Vision Zero Year Two report. This report, which will be posted on our fleet website, reviews the progress of the City's efforts to safeguard City streets and announces a series of Year 3 additional initiatives that will be launched. In addition, Vision Zero forums held this week by Transportation Alternatives and Bellevue Hospital stressed the need to maintain and accelerate the focus on safety and avoid complacency.

Toward these ends, one of the initiatives for Fleet will be the rollout of a series of garage, parking lot, and office posters and banners stressing five critical themes in safe driving. These themes developed from our training efforts and also from the review of collision and vehicle tracking data that we have been developing in the last two years.

In some ways the five themes are basic: the importance of wearing seatbelts, the dangers of distracted driving, caution while making turns, reducing speed, and maintaining a safe distance from the car in front of you. These are driving habits that we know will prevent most collisions and injuries. We also know that we have work still to do to ensure that all City drivers operate at all times with these in mind.

DCAS will soon distribute the posters to agencies as well as post them online. Thanks to Director of CityGraphics Stacy Beatty and designer Kalliopi Aronis for their great help on this campaign.



FLEET SPOTLIGHT: MASHA RUDINA OF DCAS

MAHANTH S. JOISHY



Our fleet spotlights for Women's History Month continue, and this week we are proud to profile one of our own here at DCAS. Masha Rudina is the Director of Fleet and Chemicals at the Office of Citywide Purchasing (OCP), where she is heavily involved in the technical world of vehicles and equipment.

Masha joined DCAS in 2010 and was promoted to her current role in 2012. 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. Masha is an essential resource to fleet managers and staff citywide and is known for her responsiveness and the care she puts into her work.

Prior to joining City service, Masha worked for 11 years handling procurement in the electronics industry, with a focus on semi-conductors. This work took her around the world, including New York, Houston, and Amsterdam, and introduced her to working on technical contracts.

Masha graduated from the University of Houston and holds a Master's degree from the Hague in Europe. She grew up in St. Petersburg, Russia and first arrived in the United States at age 17. She is married and has a 4 year old daughter. They live on the Upper East Side of Manhattan. Continued thanks to Masha for everything, from all of us at fleet citywide.