



FLEET SAFETY FORUM

Hosted by NYC DCAS

Queens Theatre, Flushing Meadows Corona Park, Queens

Tuesday, November 14, 2017

PROGRAM AGENDA

General Session at the Queens Theatre

- 7:45 a.m. REGISTRATION & NETWORKING BREAKFAST**
Vendors will set up in the lobby and hallway outside the theater.
- 8:45 a.m. WELCOMING REMARKS**
- **Lisette Camilo**, Commissioner, NYC Department of Citywide Administrative Services (DCAS)
 - **Daniel Brownell**, Chair, NYC Business Integrity Commission (BIC)
- 9:05 a.m. UPDATE ON NYC FLEET VISION ZERO EFFORTS**
- **Keith T. Kerman**, Deputy Commissioner & Chief Fleet Officer, NYC Department of Citywide Administrative Services
 - **Recognition of NYC Defensive Driving Instructors**
- 9:25 a.m. TURNING TRAGEDY INTO ADVOCACY**
- **Marianne Karth and Lois Durso**
- 9:50 a.m. PANEL 1 – TECHNOLOGY: THE FUTURE OF SAFER FLEETS**
New technologies are being developed at an extremely fast rate to improve efficiency within companies, and this includes within fleet management. But what is the role of these emerging technologies to improve safety, both for company drivers and the road users they interact with? This session will delve into technology's role in 1) road safety management, 2) safer roads and mobility, 3) safer vehicles, 4) safer road users, and 5) post-crash response.
- Moderator: **David Braunstein**, President, Together for Safer Roads (TSR)
- **Anders Lie**, PHD, Swedish Transport Administration
 - **Ashlyn Kress**, IoT Business Development Lead, Fleet Management, AT&T
 - **Cory Hohs**, CEO, HAAS Alert

- **Angus Pacala**, CEO, Ouster
- **Kary Schaffer**, General Manager, Product Development, Daimler Trucks North America

10:50 a.m. COFFEE BREAK

11:05 a.m. KEYNOTE: VISION ZERO AND RISK MANAGEMENT

- **Gregg Piltch**, President, AIG West

11:35 a.m. DOHMH AND VISION ZERO: APPLYING PUBLIC HEALTH MONITORING TOOLS TO MEASURE DRIVER BEHAVIOR

- **Anna Caffarelli**, NYC Department of Health and Mental Hygiene

11:55 a.m. PANEL 2 – ENGAGING DRIVERS AND FLEET MANAGERS IN FLEET SAFETY

In this panel scientists and technology experts will explore how fleets can engage both fleet managers and drivers in creating a culture of safety and promoting safe driving practices.

Moderator: **Linda Hill**, MD, Clinical Professor, University of California, San Diego

- **Jean-Paul Weaver**, Rear View Safety
- **Katherine Wellman**, PHD, Vice President of Product & Marketing, Cambridge Mobile Telematics
- **Tristan Christensen**, Integrad Site Manager, UPS
- **Mohamed Ashry**, Managing Partner, Defcon 5 Studios

12:50 p.m. CONCLUDING REMARKS

Safety Vendor Product Displays in the lobby and hallway areas, see list of participating vendors below. Additionally, Tesla will have a Model X utility vehicle with autopilot mode on display in the parking lot.

1:00 to 2:00 p.m. NETWORKING LUNCH

Catered lunch.

For more information about the forum, please email or contact Daniel Shinn-Krantz, 212-386-0377, dkrantz@dcas.nyc.gov.

Many thanks to the agencies and organizations that helped produce the fourth Vision Zero Fleet Safety Forum: City of New York Department of Citywide Administrative Services (DCAS) and Department of Parks & Recreation; Hidden City Café, and our hosts, the Queens Theatre.

2017 VISION ZERO FLEET FORUM DISPLAY VENDORS

Airflow Deflector
ARI
Defcon 5 Studios
Duraguard
Eastern Lift Truck
Federal Signal
Marianne Karth and Lois Durso
Mobileye
Preco Electronics
Rear View Safety
Rosco Vision
SMS 360
Takler
Together for Safer Roads
Transportation Alternatives

2017 VISION ZERO FLEET FORUM: SPEAKER BIOGRAPHIES



Lisette Camilo was appointed Commissioner of the Department of Citywide Administrative Services (DCAS) in January of 2016. Commissioner Camilo has a long history of public service. She was appointed as the Director of the Mayor’s Office of Contract Services (MOCS) and City Chief Procurement Officer by Mayor Bill de Blasio in April of 2014, where she ensured Mayoral agencies’ compliance with all legal and regulatory requirements related to the City’s procurement of billions of dollars of goods and services. Commissioner Camilo began at MOCS in 2011 in the legal unit, and also served as its Acting General Counsel.



Dan Brownell was appointed in May 2014 by Mayor Bill de Blasio to serve as Commissioner and Chair of the City of New York’s Business Integrity Commission (BIC). Dan has had an extensive public service career, as both a local and federal prosecutor and an investigator. Immediately prior to joining BIC, Dan spent two years as Chief of the Rackets Bureau at the New York County District Attorney’s Office (Manhattan D.A.’s Office), where he oversaw cases involving terrorism, organized crime, public corruption, and social security fraud.



Keith Todd Kerman is a Deputy Commissioner at the Department of Citywide Administrative Services (DCAS) and New York City’s first Chief Fleet Officer. Keith is an agency lead for Mayor de Blasio’s Vision Zero initiative to eliminate traffic fatalities in NYC and is currently spearheading a series of safety initiatives for the City fleet. In partnership with the City’s large operating agencies such as Police and Sanitation, Keith also led a major effort to share services and consolidate aspects of New York City’s vast fleet operations.

New York City has the largest municipal fleet in the United States with over 30,000 vehicles, 37 main repair locations, and over 2,000 staff engaged in fleet operations and dispatch. New York City has one of the greenest fleets in the nation, with more than 16,000 vehicles operating on some type of alternative fuel including hybrids, electric, compressed natural gas, and biodiesel.

NYC's fleet sustainability efforts have been recognized nationally and locally by, among others, Federal EPA, NYS DEC, the National Biodiesel Board, the National Fleet Manager's Association (NAFA), and Fleet Owner Magazine.

Keith is now in his 24th year of public service, having served over 17 years with NYC Parks, most recently as Assistant Commissioner for Citywide Operations working at the Arsenal in Central Park. Keith is a native of Massachusetts and a graduate of Harvard College, as is his wife and classmate Attorney Denise Delgado-Kerman. Keith and Denise have two young children, Todd Nelson and Keith Norman.



Lois Durso is an advocate for truck safety. She received her B.A. in Communication and a M.A.L.S degree from North Central College. Lois also did additional graduate work at Moody Bible Institute in Chicago and participated in missions work around the Chicagoland area and overseas. She was on the board of the Kane County Women's Medical Axillary and an advocate for children through CASA. While her children were living at home, Lois volunteered at numerous school functions that supported the school district. After obtaining her Series 7 and 66 licensure, Lois was a financial wholesaler with a territory that covered the New England states and later practiced financial planning. In November of 2004, Lois lost her beloved daughter Roya to a side Underride truck crash. While learning about truck underride, Lois began to advocate for

underride protection on trucks by implementing a statewide billboard campaign alerting people to truck dangers as well as promoted media attention on truck safety. Lois' husband was diagnosed with incurable brain cancer which prohibited her from advocacy for a period of time. In February of 2017, Lois was part of a broadcast regarding truck underride on The Today Show. This was a catalyst for resuming advocacy to prevent countless deaths as a result of truck underride. She coauthored a bill with Marianne Karth that Senator Gillibrand and other legislators will introduce in the next couple of months. Since March, she has made nine trips to Washington, D.C. to lobby and gain support for comprehensive underride legislation.



Marianne Karth served as a VISTA Vounteer in the position of Chapter Director of a nursing home patient advocacy organization, Citizens for Better Care, after graduating from college in 1977. Later, after obtaining her Master in Public Health, she worked for a variety of non-profit organizations in program administration before raising and teaching her nine children at home.

The loss of her two youngest daughters, AnnaLeah (17) and Mary (13), due to a truck underride crash on May 4, 2013, led her into a passionate pursuit of traffic safety advocacy. She has been working night and day to advance comprehensive underride protection, as well as a National

Vision Zero Goal and Vision Zero Rulemaking. Her family delivered over 20,000 Vision Zero petition signatures to Washington, DC, in March 2016.

<http://annaleahmary.com/>



David Braunstein is President of Together for Safer Roads (TSR). Braunstein's leadership will help scale and sustain the global coalition's efforts to improve road safety and save lives. He is responsible for overseeing the organization's strategic direction on behalf of TSR's Governing Board and membership; implementing TSR-supported demonstration projects; strengthening key public partnerships; and, increasing outreach and awareness within the international safety community.

Braunstein has a distinguished career spanning two decades in entrepreneurial business development and breaking new ground using "connected" analytics solutions driven by emerging technologies. Prior to joining TSR, Braunstein was Industry Innovation Lead at IBM. He led and oversaw the company's largest strategic market segment, IBM's Financial Services sector, emerging technology and business process innovation engagements, including forging new partnerships and developing first-of-a-kind offerings. Also at IBM, Braunstein was Head of Customer Experience Innovation, North America, and served as lead to accelerate next generation, digital customer experiences across industries. Braunstein joined IBM in 2012 as an associate partner for IBM's Global Business Services across five continents.

He also held leadership positions with MBS Insight, an eBay Company, where he advised global private sector companies on technical strategy based on sophisticated customer analytics. Braunstein holds a MBA from Cornell University and bachelor's degree from Colgate University. He, his wife, and two children reside in Huntington, NY.



Anders Lie is Traffic Safety Specialist at the Swedish Transport Administration, where he is responsible for in-depth studies of fatal crashes and works on a variety of international engagements, such as the European New Car Assessment Program and the European Electric Vehicle Congress. He is an adjunct professor at the Department of Applied Mechanics at Chalmers University of Technology. He has a long experience as researcher and specialist within the field of traffic safety. His research has a special focus on accident analysis and vehicle safety questions. Recent studies look at how to link evaluations of safety systems to models of safe traffic and to management systems.



Kary Schaffer is the General Manager of Marketing and Strategy for Freightliner and Detroit Brands, as well as overall vehicle platform strategy at Daimler Trucks North America. Schaefer joined Daimler Trucks North America in 1995 after holding engineering positions at Pacific Testing Laboratories and Boeing Aerospace in Seattle, Washington. During her career at Daimler Trucks, Kary has filled the roles of design engineer, project planning engineer, engineering project manager, director of engineering services and chief engineer. Between 2012 and 2015, she led an engineering group within United Technology Corporation responsible for the development of autonomous flight controls and stabilized camera systems used in commercial unmanned aerial vehicles. In late 2015, she returned to Daimler Trucks as the

General Manager of Marketing and Strategy for Freightliner and Detroit Brands. In this role, she is responsible for market analysis, product planning, brand management, and marketing operations. She leads the organization in the creation and execution of product roadmaps from evaluation of customer needs and market trends to early business case development to new product launch and on-going product management.



Angus Pacala is CEO and co-founder of Ouster, Inc., a technology company located in San Francisco, CA developing advanced safety systems employing 3D sensing technology for the automotive market. Previously, he was the Director of Engineering and cofounder at Quanergy Systems, Inc and a battery engineer at Amprius, Inc. Angus received his B.S. and M.S. in Mechanical Engineering from Stanford University.



Ashlyn Kress leads the Internet of Things Fleet Solutions team for AT&T. This team helps fleet managers boost productivity, control costs, ensure compliance and improve safety.

With 18 years of experience at AT&T and its predecessor companies, Ashlyn has leadership expertise in business development, sales, marketing, organizational restructuring and customer service.

Ashlyn completed her undergraduate studies at Furman University in Greenville, SC, where she earned a BA in Business Administration. She later earned her MBA from Queens University of Charlotte. Ashlyn and her husband John live in Atlanta with their two children.



Cory Hobs: For over 14 years, Cory's experience has been scaling global software and hardware products with big data applications. The majority of his career was spent in the telematics and automotive space with NAVTEQ, Nokia and HERE maps. Two years ago he left HERE to start HAAS Alert, a company focused on growing real-time data solutions for smart cities, connected and autonomous vehicles. Cory's background also includes co-founding a design and product driven creative agency. He received his BA at DePaul University in Chicago

where he studied computer science and economics.



Gregg Piltch is President of the West Zone and is responsible for all zonal operations, business strategies and P&L. Additionally, Gregg oversees all client and broker relationships in the West.

Since joining AIG in 1994, Gregg has held a number of positions in the United States and Europe. He served as Chief Operating Officer in U.S. Casualty where he directed change leadership, team building and strategy. He also led the field underwriting staff including Regional Casualty Executives, Credit Risk, Premium Audit, Fusion, and Regulatory Reporting functions. Gregg also served AIG as Head of Growth Strategies and Underwriting in Global Casualty and as Senior Vice President, AIG Europe.

Gregg holds an undergraduate degree in Finance from the Isenberg School of Management at the University of Massachusetts Amherst and designations as a Charters Property Casualty Underwriter (CPCU) and Associate in Risk Management (ARM).



Anna Caffarelli, MHS, is Special Initiatives Director for the Injury and Violence Prevention Program at the New York City Department of Health and Mental Hygiene. She has more than 16 years of experience in public health programming and policy, and currently works on initiatives to prevent falls among older adults, improve child safety, and promote traffic safety. She serves as the Health Department's main liaison to New York City's Vision Zero Task Force.



As Director of New Business Development, **Jean-Paul Weaver** leads sales initiatives by creating fruitful partnerships with OEM's, dealers, and customers across North America. He comes to RVS Systems with strong experience in business strategy and the creation of effective relationships in the consumer goods world with the use of both quantitative and qualitative analysis to identify creative business opportunities. Prior to joining RVS Systems, Jean-Paul spent several years as a product manager for Yamaha Motor and Avery Dennison, as well as managing a small family-owned graphics business. A Southern California native, Jean-Paul received his B.S. in business from the University of Southern California and his M.B.A. from the Questrom School of Business at Boston University. Today he is happy to call New York his home and to help expand the brand.



Dr. Linda Hill is a Clinical Professor in the Department of Family Medicine and Public Health at UCSD, and the Director of the UCSD/SDSU General Preventive Medicine Residency. San Diego Family Care, a Federal 330 Community Health Center, is the site of her clinical activities, as Medical Director 1980 to 2001, and Senior Staff Physician since 2001. She is the Director of the Training, Research and Education for Driving Safety (TREDS), a nationally recognized driving safety center. She is the Medical Director of the Exercise and Physical Activity Resource Center (EPARC), providing services to researchers, individuals, and physicians on physical activity, exercise prescriptions, body composition assessments, weight management, bone health and balance. She is the Co-Director of the UCSD Injury Epidemiology Prevention and Research Center, and Medical Director of the Refugee Health Assessment Program. She is engaged in prevention research and teaching with current/past support from the California Office of Traffic Safety, AAA Foundation for Older Driver Safety, Robert Wood Johnson, American Cancer Society, and Health Services Resource Administration, and the NIH including research in injury prevention, obesity, decision making, compliance, physician training, and refugee health. In addition to her teaching activities with the preventive medicine residents, she mentors and precepts medical students, masters students, pre-doctoral students and undergraduates. Her hobbies include classical piano and ocean sports.



Katherine Wellman is an experienced product leader, with a passion for building software solutions that generate significant value and deliver a compelling user experience. Prior to CMT, she lead a product management team at OAG and was responsible for the direction of multiple air travel product families. Katherine joined OAG through its acquisition of FlightView, where she was VP of Product and Marketing and helped bring a number of new real-time flight information products to market, including some of the first mobile flight tracking apps. Katherine has a PhD from the University of Michigan.



Tristan Christensen started her UPS career in 1999 after serving as a US Army Combat Engineer Officer. Her current role is the UPS Integrad Site Manager in Portland, OR where she lives with her family. Through her own life experiences, she passionately engages students of all skill levels to bring their "best self" to work. In addition to assisting with the opening of five UPS Integrad US Domestic locations, Tristan is involved with curriculum development, as well as VR deployment and expansion. She is a "master" level safety trainer in the UPS defensive driving program, Space & Visibility. She holds a Bachelor's Degree from Thomas Edison University and loves gardening and cooking with her kids.



Mohamed Ashry was introduced to his first coding experience on a radio shack TRS-80 at the ripe age of 9; his jaw dropped and the rest is history. In 2011 after over twenty years of providing technology solutions from Silicon Valley to New York, he co-founded Defcon 5 Studios, an LLC that specializes in governmental public safety solutions. Mr. Ashry has worked on various projects with FDNY, DSNY, NYPD among many other city agencies and they all have one thing in common, process drives need and technology is a tool to help fill that need. But every now and then, a technology comes along that changes the way we approach things. Trying on a virtual reality

headsets three years ago was reminiscent of his first exposure to coding, the possibilities were endless. Defcon 5 Studios is working diligently on bringing the next generation of safety training by incorporating virtual and augmented reality. This will accelerate training, make it more interesting for students, provide more experienced personnel, and be able to better audit and track the outcomes of each student. Mr. Ashry is proud to be part of this technological leap.