

# Welcome to the 9th Annual **Vision Zero Fleet Safety Forum**



**Wednesday, October 30th, 2024**  
**Queens Theatre**

Flushing Meadows Corona Park, Queens, NY

# Program Agenda

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**7:30 am**      **Registration, Networking & Breakfast**

**8:45 am -**      **Welcome Remarks**  
**12:15 pm**

**Peter Goldwasser**, Together for Safer Roads

**Louis A. Molina**, NYC Department of Citywide Administrative Services

**Keith Kerman**, NYC Department of Citywide Administrative Services

## **Safe Driver Awards**

### **Not So Fast and Furious: Intelligent Speed Assist Technologies in Practice**

**Sarah Yahoodik** (Moderator), U.S. DOT Volpe Center

**Ian Reagan**, Insurance Institute for Highway Safety

**Tara Gill**, Advocates for Highway & Auto Safety

**Rick Birt**, DC Highway Safety Office

**Ellen Lee**, NTSB Office of Highway Safety

**Julia Kite-Laidlaw**, National Safety Council

### **Keynote & 2024 Global Vision Zero Leadership Awardee**

**Robin Hutcheson**, Former Administrator of the Federal Motor Carrier Safety Administration

*(Introduced by Natalie Draisin, FIA Foundation & 2023 Global Vision Zero Leadership Award recipient)*

### **Business Integrity Commission | Spotlight**

**Liz Crotty**, New York City Business Integrity Commission

### **All Eyes on Us: Setting Policy for Direct Vision**

**Jim Olson** (Moderator), Republic Services (retired)

**Kris Carter**, Massachusetts Department of Transportation

**Kevin Clifford**, Quality Truck Center

**Kate Fillin-Yeh**, Stantec

**Monique Williams**, Families for Safe Streets



**12:15 pm Lunch, Networking, Vehicle Ride Alongs & Direct Vision Vehicle Measuring**

**2:00 pm Breakout Sessions**

Choose from breakout sessions that delve into key topics and provide insights from expert speakers in a focused setting.

**Partnerships Begin with People** – Blackbox Theatre

**Dennis Williams** (Moderator), Warner Bros. Discovery

**Ryan Russo**, NACTO

**Estrella Merlos**, UNITAR

**Ya-Ting Liu**, NYC Office of the Mayor

**Measuring the Impact of Road Safety Initiatives: The FIA Road Safety Index** – Main Auditorium

**Natalie Draisin** (Moderator), FIA Foundation

**Cormac Gilligan**, UPS

**Analia Jarvis**, Autoliv

**Michael Novicky**, USIC

**Nathaniel Koszer**, NYC Department of Citywide Administrative Services, Fleet Division

**Jeff Martin**, Lytx

**Matthew W. Daus**, CUNY Transportation Research Center of The City College of New York

**What Can You See? A Sneak Peak at the New Boston Visibility**

**RFI** – Cabaret Room

**Kris Carter** (Moderator), Massachusetts DOT

**Bryan Fenster**, Oshkosh Corporation

**Michael Evans**, City of Boston

**Nicolas Letendre**, Letenda Inc.

**Chance Parker**, Bollinger Motors

**3:00 pm Networking & Vehicle Ride Alongs**



# Welcome Remarks

## Speakers

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### **Peter Goldwasser, Executive Director, Together for Safer Roads**

Peter Goldwasser is the Executive Director of Together for Safer Roads (TSR). Peter 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 TSR, 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 working with cities across the country to create effective volunteer-based initiatives to strengthen community resilience; 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.

An avid supporter of public libraries, he has served in various leadership positions at the Brooklyn Public Library (BPL). Through his service, he led the creation of BPL's first ever national Literary Prize. From 2018 to 2020, he chaired the NYC Board of the national non-profit Back on My Feet, which addresses homelessness through the power of running and essential services. 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 be found running, cycling and attempting to garden.



### Speakers

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#### **Louis A. Molina, Commissioner, Department of Citywide Administrative Services (DCAS)**

Appointed in June 2024, Louis A. Molina is the commissioner of the New York City Department of Citywide Administrative Services (DCAS). Hailing from the Bronx, Molina has dedicated his career in public service to work on behalf of his fellow New Yorkers. A former New York City police officer and detective, Molina has been invested in service for nearly 25 years.

As DCAS commissioner, Molina helms an agency committed to ensuring that city government works for all New Yorkers, this includes managing the City's civil service system, reducing greenhouse gas emissions from city government operations, operationalizing fleet services to support all City agencies, overseeing the City's real estate portfolio, and leveraging the City's purchasing power to ensure that all agencies have the goods and services they need to deliver on their respective missions, and more.

Under New York City Mayor Eric Adams' administration, Molina served as the commissioner of the New York City Department of Correction and was later promoted in October 2023 to serve as the City's Assistant Deputy Mayor for Public Safety. Prior to these appointments, Molina served as Chief of the Department of Public Safety for the City of Las Vegas, where he oversaw the city's jail, deputy city marshal police force and Animal Protection Services.

Molina is a decorated veteran of the U.S. Marine Corps. He received a Bachelor of Arts degree in Philosophy from Chaminade University, a Master of Public Administration from Marist College School of Management, a Master of Arts degree in Human Rights Studies from Columbia University Graduate School of Arts and Sciences, and studied abroad at the University of Cambridge, United Kingdom. He was a U.S. Department of Justice/Office of Justice Programs National Institute of Justice Scholar and in 2020 received a scholarship from the Harvard Business School Fund for Leadership and Innovation in completion of his studies at Harvard Business School General Management Program.



### Speakers

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#### **Keith Kerman, Deputy Commissioner and Chief Fleet Officer, NYC Department of Citywide Administrative Services (DCAS)**

Keith 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 28,700 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 31st 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 29,000 vehicles monitored through the DCAS Fleet Office of Real Time Tracking (FORT). Through the SFTP, the city has implemented more than 85,000 safety enhancements including truck surround cameras, back up cameras, automatic braking, pedestrian avoidance systems, and V2V technology. Under his oversight since 2012, over 100,000 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 2022, 2023, and 2024. In 2024, NHTSA recognized Keith for his safety efforts. Keith is from Massachusetts and Harvard College as is his wife Denise, a lawyer who works for Bloomberg LP. Keith and Denise have two children, Todd and Keith.



## Not So Fast and Furious: Intelligent Speed Assist Technologies in Practice

Intelligent Speed Assist (ISA) technology offers fleet managers a new tool to reduce instances of excessive or dangerous speeding. ISA leverages GPS data and vehicle telematics, matching maximum driving speeds to posted limits. Piloted extensively in New York City in a large-scale rollout within the City fleet, ISA has proven its ability to significantly reduce speeding. But, that's not to say there isn't industry, political and/or driver reservations with the technology. In this wide-ranging discussion, hear from a diverse group of stakeholders and experts, including government officials, drivers, advocates and insurance professionals on what's next for ISA, how it might impact fleet operations from insurance, to driving behavior, to safety, and all the while, considering how to best cultivate driver buy-in. This panel will also include discussions on improvements in vehicle technology to slow or stop a vehicle such as automatic braking systems and pedestrian collision warnings.

### Moderator

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**Sarah Yahoodik, Ph.D.**, Engineering Psychologist, U.S. DOT Volpe National Transportation Systems Center

Sarah Yahoodik is an engineering psychologist at the U.S. DOT Volpe National Transportation Systems Center in Cambridge, MA. Dedicated to improving transportation safety through research, Sarah has worked in the field for 10 years. At the Volpe Center, Sarah conducts multimodal human factors research across surface transportation and aviation, including work on distracted driving, advanced driver assistance technologies, and HMI design evaluation. Sarah holds a doctorate in human factors psychology from Old Dominion University in Norfolk, VA.



## Speakers

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### **Ian Reagan, Senior Research Scientist, Insurance Institute for Highway Safety (IIHS)**

Since joining the Institute in 2012, Dr. Reagan has conducted human factors research on the influence of in-vehicle technologies on driver behavior with special interests in speeding, distraction, and acceptance of advanced driver assistance systems. Previously, he worked for the National Highway Traffic Safety Administration as a research psychologist. Dr. Reagan earned his doctorate in psychology from Old Dominion University.



### **Tara Gill, Senior Director of Federal and State Government Relations, Advocates for Highway and Auto Safety**

Tara Gill is the Senior Director of Federal and State Government Relations for Advocates for Highway and Auto Safety (Advocates). Tara leads federal and state legislative policy development, implements strategy with legislators and officials, collaborates with public health and safety organizations and insurance representatives on federal and state legislation, testifies before state legislatures, and organizes national and state coalitions. She also works to advance Advocates' traffic safety priorities pending U.S. Department of Transportation (DOT) agency action. Frequently invited to speak at conferences and webinars, Tara also is a media spokesperson who delivers Advocates' traffic safety messaging and educates the public and policy makers. Tara lives in Washington DC where she walks, bikes, drives and rides the metro.





### Speakers

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#### **Rick Birt, Director of the Washington, DC Highway Safety Office (HSO)**

Rick Birt serves as the Director of the Washington, DC Highway Safety Office (HSO). In this role, he leads the HSO team in implementing evidence-informed countermeasures that ensure the safety of all road users. Rick has more than a decade of highway safety and prevention experience. Prior to joining District Government, Rick served as the President/CEO of Students Against Destructive Decisions (SADD), a national youth prevention and activism organization focused on mobility safety, substance use, personal health and safety, and leadership development. He has also consulted for highway safety offices and non-profit organizations in a variety of capacities.

Rick holds a bachelor's degree in Political Science and Urban Studies from Wittenberg University and a Master's in Public Administration from The Ohio State University. Outside of the office, Rick can be found as a volunteer at Washington Reagan (DCA) Airport behind the Information Desk, exploring bike trails within the District, or walking his pup, Phoenix, around the city. Rick and his wife are proud Ward 5 residents and continue their journey to find the best desserts in the District.



#### **Ellen Lee, Accident Investigator, Office of Highway Safety, National Transportation Safety Board**

Ellen Lee is an accident investigator in the Office of Highway Safety at the National Transportation Safety Board. Most recently, she helped develop an investigation report and new recommendations that focus on speeding countermeasures and the need to prevent speeding recidivism.



### Speakers

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#### **Julia Kite-Laidlaw, Program Manager, Road to Zero Coalition (RTZ)**

Julia Kite-Laidlaw is the Program Manager for the Road to Zero Coalition (RTZ), an initiative of the National Safety Council (NSC). RTZ is the nation's largest traffic safety alliance, with the goal of ending roadway deaths in the United States by 2050. Members represent a variety of stakeholders in traffic safety, including professional engineering and planning organizations, public sector organizations, safety advocates, vehicle manufacturers, technology developers, public health, emergency medical and trauma organizations, and law enforcement and judicial system representatives. RTZ promotes the Safe System Approach to preventing roadway deaths, disseminating best practices and enabling communities through the Community Traffic Safety Grants.

Before joining NSC, Julia served the New York City Department of Transportation for six years as Director of Safety Policy, leading Vision Zero initiatives to reduce deaths and injuries in traffic, with a focus on pedestrians and cyclists. She began her road safety career at the advocacy group Transportation Alternatives, having previously worked in policy research spanning health care, housing, and urban regeneration. She holds degrees from the University of California – Berkeley, London School of Economics, and Columbia University, and lives in Queens, New York.



# Keynote Presentation and Recipient of the 2024 Global Vision Zero Leadership Award

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## **Robin Hutcheson, Hutcheson Advisory, Former Administrator of the Federal Motor Carrier Safety Administration**

Robin Hutcheson is a multi-sector transportation expert working at the center of cities, roadway safety, climate, and supply chain. Through Hutcheson Advisory, LLC she advises public and private sector clients on complex transportation systems to identify and harness opportunities, and to decipher federal and local regulation.

She was appointed by President Biden to serve in two key positions in the Administration. As the Deputy Assistant Secretary for Safety Policy, she led the development of the National Roadway Safety Strategy and was a key contributor to the Bipartisan Infrastructure Law, including as the author of the first of its kind \$5B Safe Streets for All grant program for local government. As the Administrator of the Federal Motor Carrier Safety Administration, she led a research and regulatory agency of over 1,200 people nationwide to improve roadway safety and support a stronger supply chain. Prior, she was the Director of Public Works for the City of Minneapolis, the Director of Transportation for the City of Salt Lake City, the President of the Board of Directors of the National Association of City Transportation Officials (NACTO) and a founding board member of the Open Mobility Foundation (OMF). Robin's experience also includes a long history as a private sector consultant at the local, national and international scale. Robin leads with transparency and influential communication, and she is an entrepreneur at heart.



## Business Integrity Commission | Spotlight



### **Liz Crotty, Commissioner and Chair, New York City Business Integrity Commission (BIC)**

On March 18, 2022, Elizabeth “Liz” Crotty was appointed by Mayor Eric Adams to lead the New York City Business Integrity Commission (BIC). As Commissioner and Chair, Liz oversees the agency charged with regulating and preventing organized crime and corruption in private carting businesses, public wholesale markets and the shipboard gaming industry.

Prior to joining BIC, Liz worked at Crotty Saland, PC where she was a Founding Partner. Before that, she was an Associate at Kreindler & Kreindler litigating major international complex civil cases.

Liz began her career at the New York County District Attorney's Office under Robert M. Morgenthau where she served as an Assistant District Attorney in the Trial Division, before moving to the Investigation Division prosecuting cases as a member of the Special Prosecutions Bureau.

Ms. Crotty currently serves as a board member for the Manhattan District Attorney's Association, a not-for-profit alumni organization of the Manhattan DA's Office.

Ms. Crotty holds a J.D. from Fordham University School of Law and a B.A. in European History and Art History from Hobart & William Smith Colleges.



## All Eyes on Us: Setting Policy for Direct Vision

In recent years, public and private sector leaders have made key policy and practice changes to support updates to truck cab design that can increase visibility from the driver's seat and reduce traffic crashes, fatalities and injuries. From London's groundbreaking 2019 Direct Vision Standard, to New York City's recent Executive Order 39, MASSDOT's new research and TSR's Direct Vision 5-Star Rating Toolkit, fleet operators have an ever increasing set of information, vehicles and supportive policy frameworks to improve visibility and safety. In this panel, hear from fleet operators and their government partners as they discuss how and why they have introduced direct vision vehicles to their fleets, the challenges they have encountered, the tools they are using to measure visibility in their fleets and ultimately the critical safety and workforce benefits they are looking to achieve.

### Moderator

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#### **Jim Olson, Road Safety Leader, former Vice President of Safety, Republic Services**

Jim Olson's career spans over 30 years in road safety and environmental excellence, including the last 24 as the Vice President of Safety at Republic Services. Throughout his career, Jim has exhibited authentic leadership, inspiring others to do their best when it comes to safety and building comprehensive cultures that prioritize honesty, dedication, and a passion for saving lives on our nation's roadways. Jim is a longtime chair of the Grand Canyon Chapter of the American Red Cross, the Safety Committee Chair Emeritus of the Board of Directors of Together for Safer Roads for almost a decade. Jim recently retired from Republic Services and is embarking on his next chapter in safety, leadership, and community engagement.

Jim is the recipient of the 2024 Lenin Fierro Vision Zero Fleet Advocacy Award.



### Speakers

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#### **Kris Carter, Chief Possibility Officer, Massachusetts Department of Transportation (MASSDOT)**

Kris Carter, the Chief Possibility Officer at the Massachusetts Department of Transportation, is a non-practicing engineer, an optimistic urban planner, and a self-taught filmmaker. He is the co-founder of the Lab @ MassDOT, a small team focused on experiments and prototypes that improve the ways people move around Massachusetts.

Previously, Kris spent over a decade with the Mayor's Office of New Urban Mechanics, where he led the City of Boston's human-centered civic R&D lab, working collaboratively with research institutions, civic entrepreneurs, and government agencies to explore and prototype what's new and next in cities.



#### **Kevin Clifford, Logistics and Transportation Leader & CEO, Quality Truck Center**

Kevin is a results-oriented business leader with over thirty years of experience in the logistics and transportation sectors. He has logged more than two million commercial vehicle miles and, using this experience, today is the principal of a commercial truck dealership and a rental and leasing company. Kevin's business strategy is to consult and support customers. He prioritizes identifying solutions over just obtaining sales and guides both new and existing customers to find solutions to their fleet operations needs.



### Speakers

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#### **Kate Fillin-Yeh, Senior Transportation Associate, Stantec**

An urban planner, policy-maker, and creative problem-solver, Kate Fillin-Yeh is a Senior Associate at Stantec where she works on safety, mobility, and technology policy projects. Kate combines a background in persuasive, strategic communication with a passion for making cities and urban places work for the people who live there. As part of her on-going work with Together For Safer Roads, Kate recently wrote TSR's "Direct Vision Transition Guide," providing a practical guide for fleet operators who are looking to improve visibility and safety in their fleets.

Kate connects innovative policy with practical real-world solutions. In her previous work as strategy director at NACTO (National Association of City Transportation Officials), Kate worked with city transportation departments across the US and Canada to develop transportation policy guidance, oversaw NACTO's strategic communications, federal and local policy, transit, and vehicle design/emerging technology portfolios, and managed major initiatives, including the American Cities Climate Challenge, MUTCD and 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. Also at NYCDOT, Kate was a lead author of Mayor de Blasio's Vision Zero Action Plan, creating the policy framework to help bring traffic deaths in New York City to their lowest recorded levels.



#### **Monique Williams, Co-chair of the Outreach Committee, Families for Safe Streets**

Monique Williams became a member of Families for Safe Streets after her father Jerry Spriggs was killed in a hit-run car crash in 2020. She is currently co-chair of the Outreach Committee for the New York chapter and has found it helpful to channel her grief into making change and to aid other families members to turn their pain into purpose.



## Partnerships Begin with People – Blackbox Theatre

Thoughtful, strategic public-private partnerships sit at the heart of efforts to create safer fleet vehicles and reduce traffic crashes, injuries, and fatalities. These partnerships, like TSR's recent Truck of the Future partnership, leverage the best of the public and private sectors, allowing for rapid innovation and design that can be deployed and tested in a real-world context. The quick pace of technology and vehicle design evolution means that this is an ideal moment to lean into these types of programs, laying the foundation for a safer tomorrow. But, what does it actually take to get these types of programs up and running? What are the potential roadblocks? Why do they sometimes fail, despite the best intentions? In this candid discussion, we'll hear from a variety of safety-focused innovators as they discuss how their public-private partnerships came together, what they are most proud of, and the key lessons they've learned.

### Moderator

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#### **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.

He joined HBO in 1997 in Human Resources and later worked in Affiliate Sales and Marketing. 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.





### Speakers

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#### **Ryan Russo, Executive Director, National Association of City Transportation Officials (NACTO)**

Ryan has 25 years of experience in transportation and city planning, executing some of the most transformative transportation changes in the nation. He served in the administrations of New York City Mayors Michael Bloomberg and Bill de Blasio, leading the agency's 500-person planning, engineering and operating divisions staff.

Russo worked on the innovative safety, pedestrian, cycling and transit projects including North America's first on-street parking-protected bike lanes, pedestrianizing Broadway at Times Square and operationalizing the nation's first Vision Zero action plans. Ryan oversaw the design and implementation of more than 600 miles of bike network enhancements including 70 miles of protected bicycle lanes and projects that reclaimed hundreds of acres of former road space for walking, transit and bike riding—taming some of the city's most dangerous roads and yielding the fewest fatalities in more than 100 years of record-keeping in New York City.

In 2017 he became the first permanent director of OakDOT, making the city a national model for incorporating equity into transportation planning, policy and programs. OakDOT's "Slow Streets" initiative to repurpose neighborhood streets during the COVID-19 spurred cities around the country to designate roadway streets as shared spaces. OakDOT has been recognized for its community partnerships and creation of values-driven, evidence-based systems for allocating limited resources.



### Speakers

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**Estrella Merlos, Global Head, Road Safety Training Initiative  
Associate Director, CIFAL Global Network  
United Nations Institute for Training and Research (UNITAR)**

Estrella Merlos joined the United Nations Institute for Training and Research (UNITAR) in Switzerland in 2013 and is responsible for overseeing UNITAR's Network of 30 training centres (CIFAL Global Network) located across the globe. She is also responsible for UNITAR's Road Safety Global Training Initiative and other initiatives including the Breastfeeding Education Initiative, Disaster Management, Airports and Sustainable Development, as well as for partnership development and resource mobilization. Her experience includes 10+ years of experience in international affairs, public policy and sustainable development with the United Nations, including executive experience leading an international nonprofit organization.

Previously, she served as Executive Director of UNITAR's training centre in Atlanta, USA. Estrella holds an Executive Master's Degree in Development Policies and Practices from the Graduate Institute of International and Development Studies in Geneva, Switzerland; Master in Public Administration from Georgia State University in the USA, a Postgraduate Degree in Road Safety Management and Leadership from the European University in Spain and a degree in Economics from the Central American University in El Salvador. Estrella was a Fulbright Scholar in the United States specializing in public policy, urban planning and economic development. Her areas of expertise include public policy and administration, airport management, disaster response and humanitarian supplies management, Free Trade Agreements and negotiation.



### Speakers

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#### **Ya-Ting Liu, Chief Public Realm Officer, City of New York**

As the first Chief Public Realm Officer for the City of New York, Ya-Ting Liu is responsible for coordinating across city government, community organizations, and the private sector to create extraordinary public spaces across the entire city and continue to drive the city's economic recovery.

Since her appointment in February 2023, she has advanced major public space policy and project initiatives for the Adams Administration including overseeing the implementation of the country's largest outdoor dining program and transforming commercial districts throughout the city, including the redesign of Fifth Avenue from Bryant Park to Central Park. Ya-Ting is also focused on reforms that make it easier for New Yorkers to activate, maintain, and program in public spaces.

Liu brings over 15 years of policy, community organizing, coalition building, and government affairs experience to the Adams administration. Before entering city government, Liu worked as the director of government affairs and policy for the rideshare company Via, as sustainability program director for the New York League of Conservation Voters, as director of transit advocacy for Transportation Alternatives, and in federal advocacy for the Tri-State Transportation Campaign.

Liu earned a bachelor's in conservation studies from the University of California, Berkeley, and a master's in city planning from the Massachusetts Institute of Technology.



## **Measuring the Impact of Road Safety Initiatives: The FIA Road Safety Index – Main Auditorium**

Organizations and Governments often track their sustainability goals and measure the effectiveness of initiatives, but generally miss the opportunity to include road safety. Bringing together 243 Member Organizations from 147 countries on five continents, the FIA is the governing body for world motor sport and the federation of the world's leading Mobility Organizations. Within the Mobility domain, the FIA strives to ensure safe, sustainable, affordable and accessible mobility for all global road users and is actively engaged in global advocacy initiatives. In the area of road safety, the FIA recently created an innovative new tool, the Road Safety Index. The tool helps groups measure their road safety "footprint" and efforts. This workshop will include speakers from the FIA Foundation, an international philanthropy which supported the development of the Index, early adopters of the Index, and organizations that have recently started their ratings process. The discussion will focus on why the Index is valuable for fleet managers, how to start the process of using the Index, and how to improve systems that will lead to better road safety outcomes.

### **Moderator**

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#### **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.

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In 2023, Natalie received the Global Vision Zero Leadership Award, and in 2021, she 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.

## Speakers

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### **Cormac Gilligan, President, Global Health, Safety & Environment, UPS**

With over 25 years of experience in Environment, Health, Safety and Sustainability (EHS&S), Cormac has established a distinguished career leading EHS initiatives across diverse regions in multiple industries. He began his career with Hewlett Packard working in both Europe and the US before joining PepsiCo. During his 15-years at PepsiCo he played a pivotal role in shaping EHS&S strategies throughout Europe, Asia, the Middle East, and Africa. This leadership position not only enhanced operational safety and sustainability practices but also fostered a culture of continuous improvement within the organization. Recognizing his impact, Cormac was invited to lead PepsiCo's Global EHS&S function where he was instrumental in developing and implementing comprehensive EHS programs that aligned with corporate goals and global standards, ensuring the well-being of employees and the environment.

In 2021, he transitioned to UPS as President of Global EHS. Here, he spearheads the design of innovative EHS strategies, oversees resource allocation, and directs EHS execution across the enterprise. His leadership continues to drive UPS's commitment to employee safety and wellbeing, positioning the company as a leader in responsible logistics and transportation.

Throughout his career, Cormac has demonstrated a steadfast dedication to fostering safe work environments and promoting sustainable practices, earning recognition as a thought leader in the EHS field.



## Speakers

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**Analia Jarvis, Manager of Governmental Affairs Americas, Autoliv ASP**

Analia Jarvis is the Manager of Governmental Affairs Americas for Autoliv ASP, the world's largest automotive supplier, where she advocates and educates stakeholders on emerging automotive safety regulation and rating topics for the region. Before her current role, her work at Autoliv included oversight of the test department and development of automotive restraint systems in a wide range of crash impact categories and requirements. Analia began her career at Honda R&D Americas. Analia is a proud alumna of Illinois Tech, where she earned her BS in Mechanical Engineering.



**Michael Novicky, Regional EHS and Risk Prevention Director - East Division, US Infrastructure Company (USIC)**

Michael started with USIC three years ago as the Northeast Regional Safety Manager. After two years, he was promoted to the East Divisional EHS and Risk Prevention Director — a role in which he is responsible for all accidents and injuries from Indiana to Maine to South Carolina (22 Districts) and a total of 3,200 light duty vehicles and employees.

Prior to USIC, he worked for CSX (a Class 1 railroad) in various positions, including Assistant Superintendent, Trainmaster, Remote Control Instructor, and Conductor. He moved several times with CSX managing different rail yards up and down the lovely east coast.

He also worked as a Division Manager for Republic Services (Solid Waste and Disposal) managing a hauling operation comprised of 45 heavy-duty trucks managing three lines of business in North Carolina.

In his spare time he enjoys coaching his boys (7 and 5) in ice hockey and fishing until the sun goes down (weather permitting). He has been married for almost ten years now and currently resides in Cleveland, OH.



## Speakers

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### **Nathaniel Koszer, Fleet Safety Supervisor, NYC Department of Citywide Administrative Services, Fleet Division**

Nate has been working for DCAS Fleet since 2016. He was first hired as a defensive driving instructor and coordinator for property damage claims that involved City Fleet vehicles. He was promoted into the Fleet Safety Supervisor position in 2020 with the broad goal of managing the day-to-day work of DCAS' Vision Zero agenda.

Nate currently manages the collision reporting system utilized by most city agencies for reporting collisions and incidents involving City vehicles. He also oversees many of DCAS Fleet's safety retrofit projects, including the highly publicized pilot of Intelligent Speed Assistance technology. Nate and the Safety team also coordinate the DCAS Fleet portion of Executive Order 39, which requires contracted fleets to undertake new safety procedures and retrofits.



### **Jeff Martin, Vice President of Global Strategy, Lytx**

Jeff Martin joined Lytx team in 2022 as an executive specializing in the transportation, distribution, and field services sectors. Jeff has decades of operational experience in architecting, directing, and continuously improving safety programs and operations. Jeff started at Waste Management (WM) in 1996 and held several positions, including Corporate Director of Operations and Director of Safety Operations.

In his recent post as the Vice President of Waste Management Safety Services LLC, Jeff was instrumental in the creation and success of the Mission to Zero (M2Z) program at WM, the nation's largest waste and environmental services company with a fleet of more than 28,000 vehicles and 50,000 employees.

Jeff is the former Safety Chairman of the National Waste & Recycling Association (NWRA) Safety Committee and is an active member of various associations that serve the commercial transportation and service sectors. He holds a bachelor's degree in Communications from the University of Illinois Urbana-Champaign.



## Speakers

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**Matthew W. Daus, Transportation Technology Chair at the City University of New York's (CUNY) Transportation Research Center of The City College of New York**

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.





## What Can You See? A Sneak Peak at the New Boston Visibility RFI – Cabaret Room

With a growing interest in Direct Vision and increasing visibility from the driver's seat, the City of Boston has issued an innovative Request for Information (RFI) asking vehicle manufacturers (OEMs) to provide insights into how they plan to downsize, rightsize, electrify, and increase the direct vision of their product lines. This RFI will provide invaluable information that Boston can use to drive forward its vehicle safety policies. In this workshop, talk with governments, vehicle operators and manufacturers who are on the forefront of the transformation to safer, greener vehicles and discuss strategies and opportunities for cities and private companies to create achievable direct vision standards, specifications for future vehicle purchases, and develop implementation plans and timelines for transitions to safer fleets.

### Moderator

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**Kris Carter, Chief Possibility Officer, Massachusetts Department of Transportation (MASSDOT)**

Kris Carter, the Chief Possibility Officer at the Massachusetts Department of Transportation, is a non-practicing engineer, an optimistic urban planner, and a self-taught filmmaker. He is the co-founder of the Lab @ MassDOT, a small team focused on experiments and prototypes that improve the ways people move around Massachusetts.

Previously, Kris spent over a decade with the Mayor's Office of New Urban Mechanics, where he led the City of Boston's human-centered civic R&D lab, working collaboratively with research institutions, civic entrepreneurs, and government agencies to explore and prototype what's new and next in cities.



## Speakers

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**Bryan Fenster, Product Manager – Refuse Trucks, Oshkosh / McNeilus**

Bryan has spent 17 years in the waste industry focused on training and safety of drivers, along with ensuring they have the best tools and knowledge to always make the safe decisions on the road. Prior to his current position with Oshkosh / McNeilus, he worked for many years as safety director at Republic Services and driver training manager at Allied Waste.



**Michael Lawrence Evans, Director of the Office of Emerging Technology, City of Boston**

Michael Lawrence Evans is the Director of the Office of Emerging Technology at the City of Boston. He leads the City's exploration and adoption of new technology to support more responsive and equitable services. Previously, he directed Boston's Mayor's Office of New Urban Mechanics and led their civic technology portfolio. He also sits on the board of the Open Mobility Foundation and the advisory council for Northeastern University's Boston Area Research Initiative. Michael cut his teeth as a design technologist at Stamen Design and Code for America, where he was a member of their inaugural class of fellows in 2011 and served as a Google Summer of Code mentor.



**Nicolas Letendre, CEO, Letenda**

Driven by a passion for innovation, sustainability and collaboration, in 2016 Nicolas Letendre founded Letenda zero emission bus company, which offers a purposely built battery electric midsize heavy-duty transit bus. Prior to founding Letenda, his career spanned more than 15 years in the transportation industry.

He is a graduate of Polytechnique Montréal.



## Speakers

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### **Chance Parker, Northeast Regional Sales Manager, Bollinger Motors**

Chance Parker is technical and consultative fleet electrification expert with a diverse background rooted in sustainability.

Based in NJ as the Northeast Regional Sales Manager for Bollinger Motors, Chance works with Bollinger's growing dealer network, FMCs, municipalities and directly with fleet owners/operators to develop and implement comprehensive, end to end fleet electrification plans. Chance has a deep working knowledge of evolving EV technology and EV incentive/policy landscapes.

Prior to starting with Bollinger Motors early in 2024, Chance successfully deployed fully electric school buses, electric trucks and vans at scale with Lightning eMotors. With almost 20yrs in high performance building systems, clean tech, renewables, resiliency, and energy efficiency Chance helps customers maximize the utility and value of zero-emission BEVs within the commercial transportation industry.

He is a graduate of Colorado State University-BS Business Administration/Marketing and holds USGBC LEED AP, USBGC GPRO, NABCEP EL credentials.

"We have a once in a lifetime opportunity to reimagine the way we transport goods and people around our country and throughout our communities. Fleet electrification provides the roadmap to optimizing performance, efficiency, and safety."



### **Matt Berlin, CEO, NYC School Bus Umbrella Services**

Matt is the founding CEO of NYCBUS, a nonprofit school bus company that operates approximately 800 school bus routes across NYC.

Under Matt's leadership NYCBUS has become a leader in advancing the transition to electric school busing and focusing on innovation to make the industry safer.

Matt has a rich background in NYC transportation. Prior to his work at NYCBUS he worked for the union representing for hire vehicle workers, was the first general manager of the city's Citi Bike program and under Mayor Bloomberg managed the city's school bus operations.



# Global Vision Zero Leadership Award



**Robin Hutcheson, Hutcheson  
Advisory, Former Administrator of  
the Federal Motor Carrier Safety  
Administration**

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

We are proud to announce that Robin Hutcheson is this year's awardee.

Robin has led a truly remarkable career across both the public and private sectors, creating transformative impact on some of the most pressing, complicated and important transportation safety related issues. Holding key positions at the highest levels of both federal and city government, as well as leading critical, national civic organizations, Robin has demonstrated her continued commitment and effectiveness in creating the necessary systems, policies and procedures that truly redefine how we think about road safety and what must be done to achieve the change we all want.

We congratulate Robin for this well deserved honor.

# Lenin Fierro Vision Zero Fleet Advocacy Award



**Jim Olson, Road Safety Leader,  
former Vice President of Safety,  
Republic Services**

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

This year's award winner is Jim Olson. Jim's career spans over 30 years in road safety and environmental excellence, including the last 24 as the Vice President of Safety at Republic Services. Throughout his career, Jim has exhibited authentic leadership, inspiring others to do their best when it comes to safety and building dynamic cultures that prioritize honesty, dedication, and a passion for saving lives on our nation's roadways. Jim is a longtime chair of the Grand Canyon Chapter of the American Red Cross, the Safety Committee Chair Emeritus of the National Waste & Recycling Association, and served on the Board of Directors of Together for Safer Roads for almost a decade. Jim recently retired from Republic Services and is embarking on his next chapter in safety, leadership, and community engagement.

We congratulate Jim for this well deserved honor.

We are deeply grateful to everyone who helped produce the  
**2024 Vision Zero Fleet Safety Forum**

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

Department for the Aging (NYC Aging)

Business Integrity Commission (BIC)

City Hall

Department of Citywide Administrative Services (DCAS)

Department of Health & Mental Hygiene (DOHMH)

Department of Transportation (DOT)

Mayor's Office of Operations

Metropolitan Transportation Authority (MTA)

New York County District Attorney's Office

NYC Health + Hospitals (H+H)

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.

