

DriveSmart Technology RFEI

Safety, money-saving and time saving technology for drivers

Pre-Submission Meeting – May 25, 2011



NYCTM
Michael R. Bloomberg
Mayor

NEW YORK CITY

Janette Sadik-Khan
Commissioner



DriveSmart RFEI

Welcome and Introductions

Planning and Sustainability

- **Bruce Schaller**, Deputy Commissioner
- **Tom Maguire**, Assistant Commissioner
- **David Stein**, Director
- **Heather Richardson**, Senior Project Manager

IT & Telecom

- **Cordell Schachter**, Chief Technology Officer

Agency Chief Contracting Officer(ACCO)

- **Nancy Carolan**, Chief ACCO
- **Junaid Syed**, Executive Deputy ACCO



Michael R. Bloomberg
Mayor



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Commissioner



DriveSmart RFEI

Program Concept

DOT street management

- Street Design
- Signs & Markings
- Signalization



DriveSmart RFEI

Program Concept

System management

- Traffic Management Center
- TRANSCOM
- 911 Emergency response
- 511
- AAA, On-Star, Sync

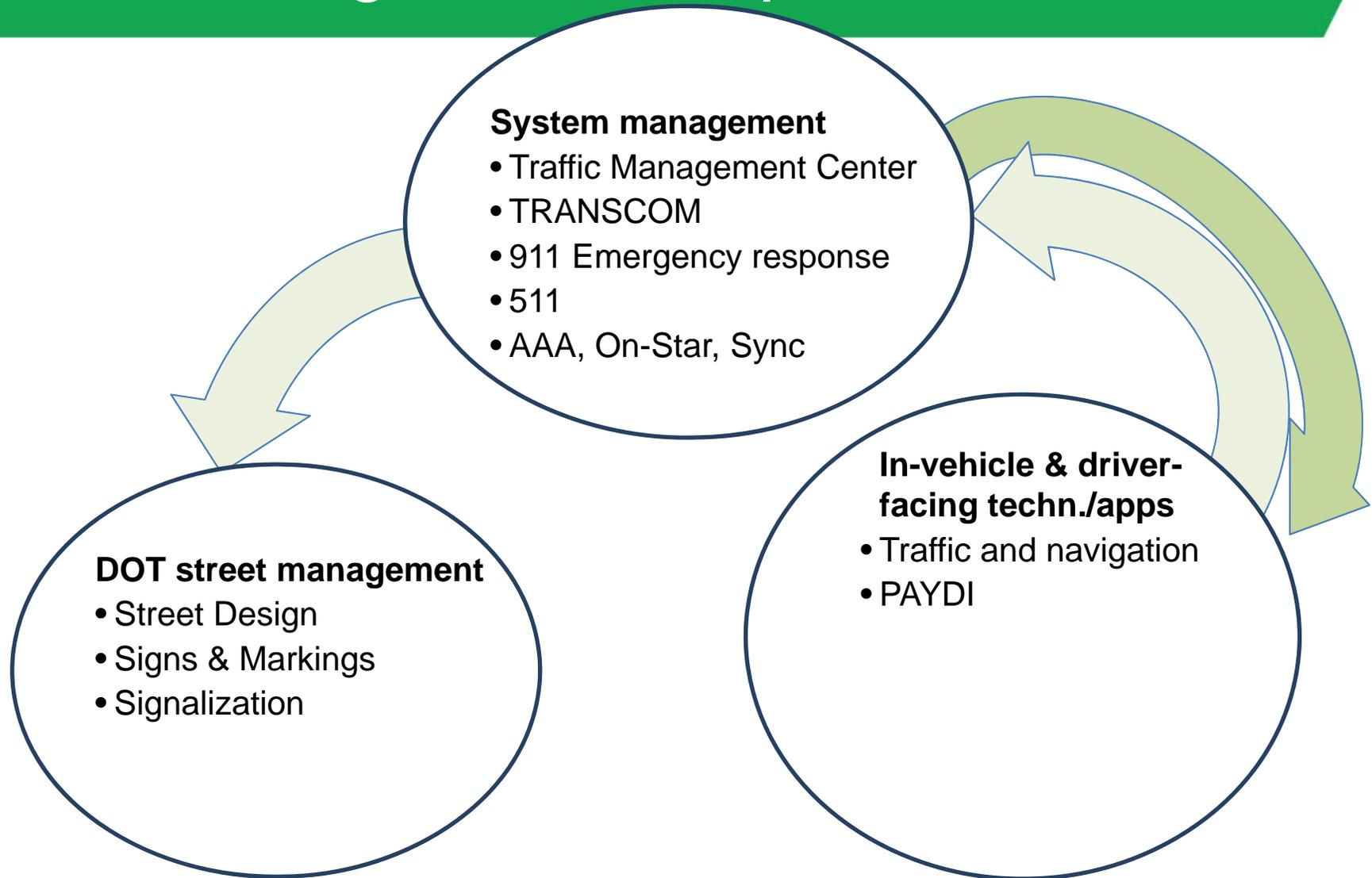
DOT street management

- Street Design
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DriveSmart RFEI

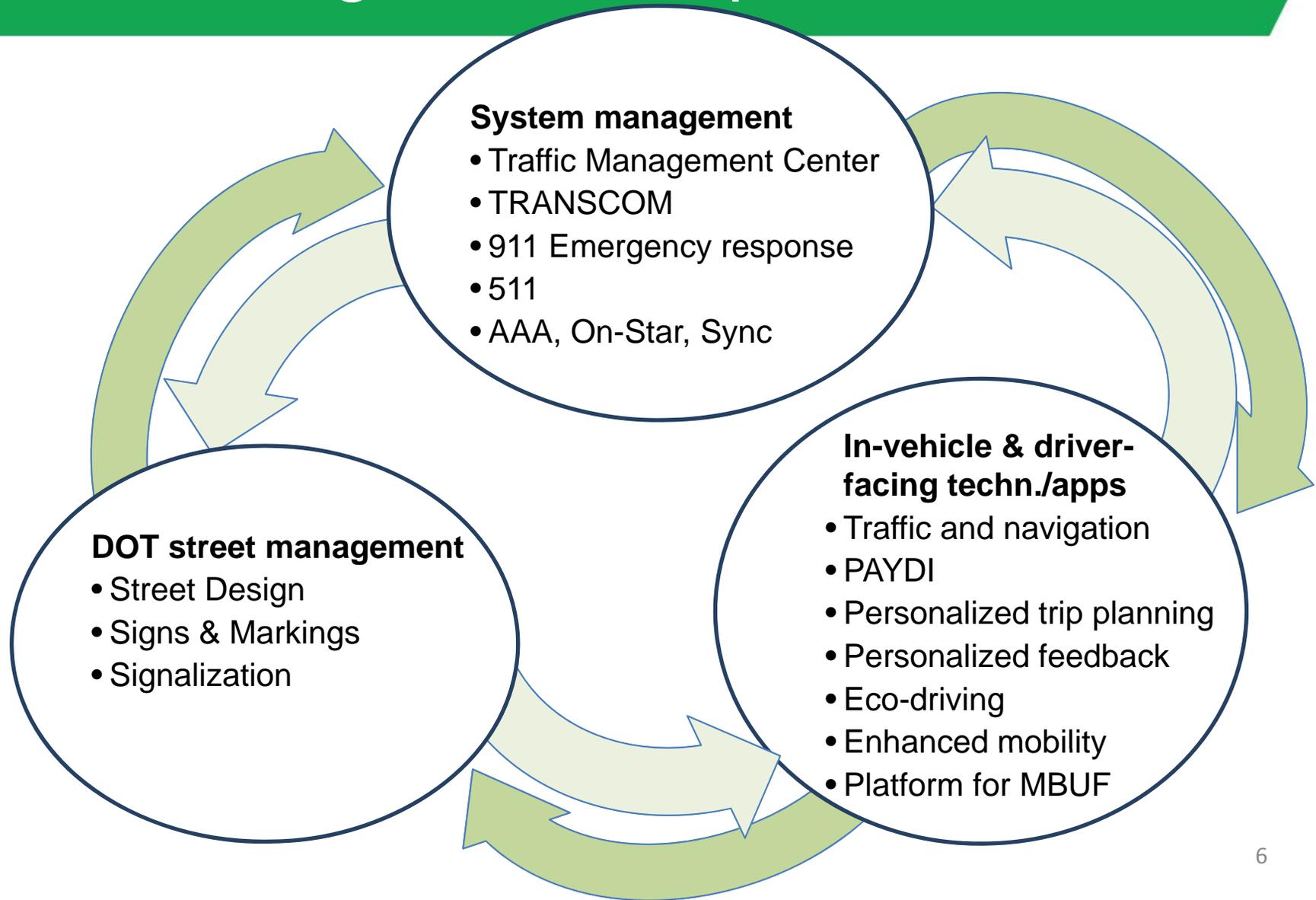
Program Concept





DriveSmart RFEI

Program Concept





DriveSmart RFEI

What is DriveSmart?

- Delivers tangible benefits to drivers individually and transportation system users collectively. Key benefits are:
 - Cost savings
 - Time savings
 - Improved travel time reliability
 - Congestion reduction
 - Safety
 - Enhanced means of system funding
- Builds beneficial connections between currently disconnected facets of the transportation system, using:
 - Vehicle and communications technology
 - Public-private partnerships
 - Crowd-sourcing and social media



DriveSmart RFEI

What is DriveSmart?

Saving money

- Pay-as-you-drive insurance
- Fuel efficiency
- Transit/walk/bike alternatives
- Cost of driving vs. alternatives
- Lower costs for off-peak travel
- Dynamic ride-sharing

Safety

- Safe driving feedback
- Brake wear/driving style feedback
- Vehicle diagnostics
- Eco-driving

Saving time

- Navigation:
 - Real-time traffic
 - Pre-trip alerts
- Better system management

Social media and crowd-sourcing



DriveSmart RFEI

What is DriveSmart?

Next steps toward achieving our vision

- Prove benefits in the real world:
 - “Early wins” for drivers
 - Meet NYC’s mobility needs
- Integrate emerging and mature technology
- Move the City and industry up the learning curve
- Use New York City as a unique test bed opportunity



DriveSmart RFEI

Responding to the RFEI

- RFEI will allow us to engage with technology firms in an open and structured way, providing the City with insight into current industry best practices
- Respondents should answer questions in the RFEI to the best of their ability
 - Encourage innovation and integration
 - Identify roles for City and private sector stakeholders
 - NYCDOT has the understanding that certain vendors may not have the knowledge or knowhow in all aspects of the proposed program but encourage their participation in the RFEI



DriveSmart RFEI

Key Questions in RFEI

1. Improving the City's understanding of technology components

- What travel decisions lend themselves to value-added information services? What information needs to be given to travelers to enable the benefits described in this document?
- How can the information be aggregated and delivered to travelers in a way that is useful for making travel decisions?
- How can applications be designed and integrated to encourage ongoing engagement of participants? What is the role of social media and crowd sourcing?
- How can benefits be developed through a near-term field trial? What technologies are available now to provide these benefits, and what can be learned through field trials?
- How can still-emerging technologies be integrated into a larger system of benefits in the long term? What technologies are still emerging? How can lessons learned from near-term trials inform the development and integration of technologies that are not ready today?
- How can the initial rollout of program elements be structured in an open way to avoid path dependence, and to preserve the ability of new stakeholders to integrate components into the program?

2. Concept Level Diagram



DriveSmart RFEI

Key Questions in RFEI

3. Determining the role for the City

- How can strategic decisions about technology (platform type, communications, privacy strategies) be sequenced properly? What decisions need to be made now, and what decisions can be deferred until more is learned from trials and other near-term activities?
- How can public and private stakeholders be coordinated to deliver a cohesive system? How can integration of key components be handled?
- How can field tests, using the unique test bed offered by the City's 8.4 million residents, be used strategically to address concerns about functionality, integration, and user acceptance and participant engagement of the benefits package described in this RFEI?
- What role can city government play in fostering effective trials?

4. Roadmap of key decisions and actions for public and private partners

5. Willingness to participate in a no-cost field test



DriveSmart RFEI Timeline

RFEI Released

May 11, 2011

Pre-Submission Conference

May 25, 2011

Deadline for Submission of Clarification Questions

June 2, 2011

NYCDOT Response to Requests for Clarification

No later than June 15, 2011

FINAL SUBMISSIONS DUE JUNE 30, 2011



DriveSmart RFEI

Contact Information

All Questions regarding topics of discussion today or pertaining to the RFEI should be submitted to:

TechnologyRFEI@dot.nyc.gov

NEW YORK CITY



Questions