MBUF and NYC’s DriveSmart Program

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Foundations of public (un)acceptability

How we see the problem

- Complex, aging infrastructure
- Current funding inadequate
- Infrastructure and traffic are key policy concerns
- Public needs to be educated
Foundations of public (un)acceptability

How the public sees the problem

Complex, aging infrastructure

Current funding inadequate

Infrastructure and traffic are key policy concerns

Public needs to be educated

We have the money

Don’t trust government to spend money

Taxes/fees are last resort

It’s the economy (and gas prices), stupid
DriveSmart RFEI
Program Concept

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

In-vehicle & driver-facing techn./apps
- Traffic and navigation
- PAYDI
- Personalized trip planning
- Personalized feedback
- Eco-driving
- Enhanced mobility
- Platform for MBUF

DOT street management
- Street Design
- Signs & Markings
- Signalization