MBUF and NYC's DriveSmart Program

Bruce Schaller

Deputy Commissioner for Planning and Sustainability
NYC Department of Transportation
MBUF Conference
June 13, 2011

Michael R. Bloomberg
Mayor

Janette Sadik-Khan
Commissioner

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	We have the money
Current funding inadequate	Don't trust government to spend money
Infrastructure and traffic are key policy concerns	Taxes/fees are last resort
Public needs to be educated	It's the economy (and gas prices), stupid

Program Concept

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

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

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