



# SMART DRIVING CARS

Draft 4/4/18

## 2<sup>nd</sup> Annual

# Princeton SmartDrivingCars Summit

***Bringing Together  
Buyers, Sellers & Facilitators  
That are Making It Happen Well***

***Opportunities & Implications for Communities, Corporations & Consumers:  
Achieving Safety, Convenience & Mobility for All***

*Evening Reception, Tuesday, May 15, 2018*

*Technical Sessions, Wednesday & Thursday May 16 & 17, 2018*

**Princeton University**

Princeton, New Jersey

### **Presenting & Sponsored by**

Velodyne; Carmera  
FMCSA; California DMV; NHTSA  
AutonomousStuff, Inc. (Invited)  
Morgan Stanley; LiveDriveRepeat  
National Renewable Energy Laboratory  
Automated Public Transit Risk Consulting  
Stratfyf; Brulte & Co.; Grush-Niles Strategies  
Princeton University; Princeton Mellon Initiative  
Department of Operation Research & Financial Engineering  
University Transportation Research Consortium, Region 2  
Insurance Council of NJ, New Jersey Agents Alliance  
Munich Re; New Jersey Manufacturers Insurance  
Alliance for Transportation Innovation, ATI21  
Insurance Institute for Highway Safety (IIHS)  
Sam Schwartz Transportation Consultants  
Advanced TRansit Association (ATRA)  
Rosco; Bel Air Partners; Soterea, Inc.  
NVIDIA; AutoKAB; Drive Sweden  
Didi Chuxing; Lyft; Uber  
I-95 Corridor Coalition  
Ambarella



# Program

## Bringing together: Buyers, Sellers and Facilitators That Are Making It Happen Well

**Tuesday, May 15**

6:30pm -> 9:30pm **Welcome Reception** *42 Cleveland Lane, Princeton (Peach House, Orange Door)*

**Wednesday, May 16**

8:00am -> 8:30am **Registration and Continental Breakfast** *Carl Fields Center (corner of Olden St. & Prospect Ave)*

8:30am **Welcome & Framework** Emily Carter, Dean, School of Engineering & Applied Sciences, Princeton University & Co-Chairs: Prof. Kornhauser & Christine O'Brien, Pres. Ins. Council of NJ *Carl Fields Center*

8:45am-> Noon **The Global View:** Moderator: Alain Kornhauser (Princeton University)

8:45am **The Business Case:** Adam Jonas, Managing Director, Research Division, Morgan Stanley

9:00am **What's really in the Showroom today:** Alex Roy, Blogger, [LiveDriveRepeat](#)

9:15am **Where's Washington on SDCs?:** Paul Brubaker, CEO, Alliance for Transportation Innovation (ATI21.org)

9:30am **View of SmartDrivingCars from the Automotive Industry:** Mary Ann Keller, Principal, [MK&A](#) (Invited)

9:45am **Update on: How well does ACA work in a Testing Environment:** Matt Moore, Senior VP, Highway Loss Data Institute

10:00am **Transforming transportation with AI in the datacenter and in the car:** Danny Shapiro, Senior Director, Automotive, NVIDIA

**10:15 -> 10:30 Break**

10:30am **Advances in LIDAR State of the Art:** Mike Jellen, President & CCO or John Eggers, Director of Automotive, Velodyne

10:45am **Doing it with Vision,** Alberto Broggi, Amberella

11:00am **The Changing Mobility Landscape of our Largest Cities:** Sam Schwartz, Principal, Sam Schwartz Transportation Consultants

11:15am **AV Mobility: Opportunities & Challenges for Communities:** Bern Grush & John Niles, Principals, Grush Niles Strategic

11:30am **Los Angeles: Leading in the Deployment of Advanced Mobility:** Selena Reynolds, Gen. Manager, Los Angeles DoT (Invited)

11:45am **Waymo: Putting it all together: Come & Get'em:** (Looking for someone from Waymo)



Noon -> 1:30pm **Lunch & Regulators: Facilitating Technological Innovation in AVs:** Moderator/Discussant: Prof. Bryant Walker Smith: Univ of South Carolina *Carl Fields Center*

12:20pm – 1:20pm Panel **Facilitating SmartDrivingCars (Trucks & Buses):** Bernard Soriano, Dep. Dir. California DMV, Nathaniel Beuse, Assoc. Adm., NHTSA, Raymond Martinez, Adm., FMCSA, Diana Furchtgott-Roth, Assist Sec, US DoT

2:00pm -> 5:00pm **Continuing to move the Ball forward by Those that have the most to gain: Insurance, Mobility Providers & Innovators** *Carl Fields Center*

2:00pm **How Insurance has begun to Facilitate the adoption of Safe-Driving (Collision Avoidance) Technology.**

Moderator: Jerry Spears, Principal, Automated Public Transit Risk Consulting

1. **Pierce Transit: Extending the Washington State Bus Transit Experience:** Jerome Lutin, retired, NJ Transit Exc.
2. **Advances and remaining challenges of Facilitating the adoption of AV technology by Insurance Pools:** Ann Gergen, Executive Director, National Assoc. of Insurance Pools (AGRIP)
3. **A view from the Underwriter:** Michael Scudato, Executive VP, Munich Re
4. **Anticipating Reduced LOSS using AI a New approach for Actuaries?:** Laura Kornhauser, President, Stratyfy
5. **Dealership Opportunities & Challenges in Selling Insurance, Safety, Self-driving** [Sheldon Sandler](#), CEO, Bel Air Partners, and [James Appleton](#) Pres. NJ Coalition of Automotive Retailers

3:00pm **Progress in China, Europe with Self-Driving Technology** Moderator: Michael Sena

1. **European Progress with Self-driving: to be identified**
2. **Progress by Drive Sweden & more:** Jan Hellaker, Program Director, [Drive Sweden](#)
3. **Co-Exist: Logistics for Automated Driving:** Adriano Alessandrini, Professor, U of Florence
4. **Progress in China:** to be identified

4:00pm **Ride Hailing: Why it Needs Technology, Where it is as a Business; Where it is as a Developer/Tester; Where it wants/Needs to be as a Deployer of Driverless:** Moderator: Sam Schwartz, Principal, Sam Schwartz Transportation Planners

1. **Lyft's Vision of Partnerships with Aptiv and other SmartDrivingCar Initiatives,** Sami Naim, Manager of Public Policy, Lyft
2. **Lessons Learned on the Road to Driverless,** Justin Erlich, Head of Policy, Autonomous Vehicles & Urban Aviation. Uber
3. **AV's & AI's Roles in Didi's 10x Growth Vision to Serve 250M trips/day,** Fengmin Gong, Head, Didi Research Institute
4. Waymo (to be Invited)





5:00pm -> 6:30pm **Mobility Exhibits for All: What is Available Today** *Carl Fields Center*

**Simultaneous Presentations, Demonstrations & Refreshments** Orchestrated by Michel Parent, CoFounder, [AutoKAB](#), Kevin Dennehy, Founder, [Driverless Report](#) and Alex Roy, Blogger, [LiveDriveRepeat](#)

1. From Warning to Automated Braking: Progress in making buses safe: Ben Englander, Rosco
2. Deploying Mobileye Aftermarket Collision Warning system through Dealerships, Marcy Maguire, CEO, Windsor Missan & Julie Bernadou, Business Dev. Manager, MobilEye (Invited)
3. nVIDIA's Self-driving car, Urs Muller & Chenyi Chen, (invited)
4. [Ouster Lidar](#), Rafi Mardirosian, VP, Corp. Development
5. Voyage mobility service in the Villages using Camera's Data (Invited)
6. Easy Mile demos around the world, Gilbert Gagnaire (Co-founder, Easy Mile) (Invited)
7. [AutoKAB](#), Michel Parent, Co-founder
8. [2getThere](#) systems around the world, Wessel van der Pol, Applications Engineer
9. Best Mile, Leemor Chandally, Director of Strategic Partnerships, BestMile
10. NuTonomy in Boston & Singapore (Invited)
11. GM Cruise (Invited)
12. Aptiv and Lyft (Invited)
13. automonousStuff's Self-driving car
14. Cadillac's SuperCruise (invited)

6:30pm **Reception** & 7:00pm **Banquet** (Ticket required) *Prospect House, Center Campus*

**Open Discussion of today's presentations and preparation for tomorrow's Workshops**

## Thursday, May 17

8:30am -> 9:00 am **Continental Breakfast** *Carl Fields Center*

9:00am -> 12:30pm: **3 parallel morning Workshop Sessions each having the following structure:**

- 9:00am **Setting the table: Presentations by Stakeholders**
- 10:30am **Open Discussion of Opportunities by Stakeholders and everyone else**
- 11:15am **Open Discussion of Challenges**
- Noon -> 12:30 **Preparation of Key Findings, Needs & Actionable Next Steps**

**Workshop 1: Near-term Deployment (US)** *Carl Fields Center*

**Moderator:** [Russ Mitchell](#) Technology Editor, LA Times





9:00am **Setting the Table Presentations:** (5- minute presentations)

**Crafting the Deployment of SmartDrivingCars to create Smart Cities.** John Niles & Bern Grush  
**Houston University District AV Transit Circulator System** [Sam Lott](#), Prof, Texas So. Univ.  
**Greenville SC The Poster Child for SmartDrivingCars** [Fred Payne](#) Greenville County Council,  
**Beverly Hills, CA** [Grayson Brulte](#) Co-Founder / President Brulte & Company  
**Columbus, OH** [Adam Sheets](#) AVP, HNTB Corp (invited)  
**The Villages,** (to be invited)  
**Babcock Ranch,** [Brian O'Looney](#) Torti Gallas and Partners  
**Princeton NJ** [Alain Kornhauser](#) Prof, Princeton University  
**San Jose CA** [Gary Hsueh](#) Senior Transportation Planner  
**Mobility Needs of NY Communities** [Joah Sapphire](#) Managing Partner Axial Capital Partners  
**Implications on Energy** [Stan Young](#) Team Leader, Mobility Systems, NREL  
**Implications on Parking** [Shannon McDonald](#) Assoc. Prof, So. Ill. Univ.

10:30am **Open Discussion of Opportunities**

Issues: Obtaining permission to 'Share the Road', Gated communities, Connecting the Disadvantaged, 1<sup>st</sup>/Last Mile Accessibility to Conventional Systems, Extension of ATNs...

Above speakers plus the following Discussants:

[Adriano Alessandrini](#) Prof. Univ. of Florence & Director CityMobil2  
[Ben Grush](#) Principal, Grush Niles Strategic  
[Matt Lesh](#) Chief Commercial Officer, Coast Autonomous, Inc.  
[Scott LeVines](#) Assist. Professor (Urban Planning), SUNY @ New Paltz  
[Michel Parent](#) President AutoKAB  
[Paul Brubaker](#), CEO, ATI21  
[Bernard Soriano](#), Assoc. Administrator, CA DMV  
[Leemor Chandally](#) Director of Strategic Partnerships, BestMile  
[Aaron Shkuda](#), Princeton University  
[Ann Gergen](#) Executive Director, AGRIP, National Association of Insurance Pool

11:15am **Open Discussion of Challenges**

Issues: Insurance, Sources of Revenue: (Parking, citations), Police, Zoning & Land use...  
 Above Speakers & Discussants

Noon -> 12:30pm **Preparation of Key Findings, Needs & Actionable Next Steps**

**Workshop 2: Insurance & Dealerships: Accelerating Adoption of SDC by Individuals, Corporations and Transit Agencies** *125 Sherrerd Hall*

**Moderator:** [John Cichowski](#), The Road Warrior columnist for The Record and NorthJersey.com & [Sheldon Sandler](#) (CEO Bel Air Partners)

9:00am **Setting the Table Presentations:** (10- minute presentations)

**Autonomous Vehicles: Update on Pros & Cons,** [Jerry Spears](#), Trust Ops Director, Montana Assoc. of Counties \*





**Issues in Virginia** [David Harmer](#) Administrator Virginia Transit Reliability Pool  
**SmartDrivingCar Technology Implications on City Fleets** [Mahanth Joishy](#) Deputy Commissioner, Chief Fleet Officer NYC Admin. Services  
**Accounting for Insurance Pools** [Chris Korgut](#), Principal Consulting Actuary  
**View from the Insurance Agencies** [Joe Zigler](#) NJ Agents Alliance  
**The Fleet View of Insurance & Risk Management:** Walter Czarnecki, Exec. VP Penske Corp (Invited)  
**The Latest from NYC Transit** [Gary Roth](#) NY City Transit  
**What's in it for the Car Dealers & How They can make it Happen** [James Appleton](#) Pres. NJ Coalition of Automotive Retailers (Invited)  
**View from Labor** [Curtis Tate](#), VP, TWU of America (Invited)  
**View from Law Enforcement & Emergency Response** [Edward Cameron](#), Administrator, Maryland State police  
**European View of SmartDrivingCar Insurance & Risk Management** [Jacques Amselem](#) Head of IoT, Allianz Technology\*

**10:30am Open Discussion of Opportunities**

Issues: Reducing LOSS, Reducing Premiums, OSHA, Unions, Accessibility of workforce, opportunities for the Roadway provider.

Above speakers plus the following Discussants:

- [Rick Gorvett](#) Senior Actuary Casualty Actuarial Society
- [Christine O'Brien](#) President, Insurance Council of NJ
- [Jerome Lutin](#) Principle, JM Lutin Consultants
- [Visar Ramku](#) NY City Transit
- [Sheldon Sandler](#) CEO Bel Air Partners
- [Lauren K. Cochran](#) Director of Innovation Met. Transit Authority of Harris County
- Michael Scudato, EVP, Munich Re

**11:15am Open Discussion of Challenges**

Issues: Insurance regulation, Who will lead? What about Goods movement & logistics, Where is product liability?

Above Speakers & Discussants

**Noon -> 12:30pm Preparation of Key Findings, Needs & Actionable Next Steps**

**Workshop 3: AI (Sensors, Software & Data) 101 Sherrerd Hall**

**Moderator:** [Fred Fishkin](#) Editor [Techstination](#)

**9:00am Setting the Table Presentations (10- minute presentations) (Under development)**

- One Investor's View** Will Ford'14, Analyst Fontinalis (re-invited)
- CNNs & Safe Driving: Past, Present & Future** Yann LeCun NYU & Facebook (re-invited)
- E2E Learning for Autonomous Driving** Urs Muller, nVIDIA
- Affordable mapping** [Ro Gupta'00](#) CEO, Co-founder Carmera
- DeepDriving** Chenyi Chen\*16, Princeton University & nVIDIA





Simulation Efforts at NYU [Kaan Ozbay](#), Prof. NYU

[The Virtues of Virtual Reality](#) [Artur Filipowicz](#)'17 & [Nayan Bhat](#)'17, Princeton University

**10:30am Near-term Technological Opportunities** (Under development)

Issues: How far can Deep Learning go? Opportunities of VR. VR as a tool for the Regulators.

Above speakers plus the following Discussants:

[John Eggert](#) Director of Automotive Velodyne LiDAR Inc.

[Denis Gigras](#) Prof., Electrical and Computer Engineering Université de Sherbrooke

[Tom Funkhouser](#), Professor, Princeton University

[Warren Powell](#), Professor, Princeton University

[Alain Kornhauser](#), Professor, Princeton University

[Larry Reich](#), Founder, DigitalAge1

**11:15am Open Discussion of Challenges**

Issues: Limitations of Deep Learning

Above Speakers & Discussants

**Noon -> 12:30pm Preparation of Key Findings, Needs & Actionable Next Steps**

**12:30 -> 1:30pm Lunch** **Where is New Jersey Fitting In:** Commissioner NJ DoT: **How NJ is Going to be a Player** (*new, invited*) [Carl Fields Center](#)

**1:30pm -> 3:30pm: 3 parallel afternoon Workshop Sessions each having the following structure:**

1:30pm **Setting the table: Presentations by Stakeholders**

2:30pm **Open Discussion of Challenges & Opportunities by Stakeholders and everyone else**

3:00pm **Preparation of Key Findings, Needs & Actionable Next Steps**

**Workshop: 4 Near-term Deployment (China & Europe)** (*new*) [Carl Fields Center](#)

**Moderator:** [Michael Sena](#)\*, Editor, The Dispatcher and Independent Consultant

**Drive Sweden: AV Update** [Jan Hellaker](#), Program Director, [Drive Sweden](#)

1:30pm **Setting the Table Presentations:** (10-15 minute presentations)

**2:30pm Open Discussion of Opportunities**

[Jacques Amselem](#) Head of IoT, Allianz Technology\*

**Workshop 5: Ride Hailing: Advances in Conventional, Self-driving & Driverless** [101 Sherrerd Hall](#)

**Moderator:** Matthew W. Daus, Esq. former Commissioner, NYC Taxi & Lino Comm., Distinguished Lecturer, UTRC

1:30pm **Setting the Table Presentations:** (10- minute presentations)



“Assessing Impacts of Transport Innovations – Electrification Automation, and Sharing – Through Ride-Hailing Research”, Alejandro Henao, PostDoc, NREL

**2:30pm Open Discussion of Opportunities**

Issues: Taxing [Taxing](#), Ride-hailing and Driverless. How best to encourage Ride-sharing. Are these Public Utilities or should it be a free-for-all completion for riders?

1. Sami Naim, Manager of Public Policy, Lyft
2. Justin Erlich, Head of Policy, Autonomous Vehicles & Urban Aviation. Uber
3. Fengmin Gong, Head, Didi Research Institute

**Workshop 6: Metropolitan Planning ... Pivot What, How, When to Achieve the Best Outcomes (new) 125 Sherrerd Hall**

**Moderator:** Stan Young, NREL, Jerome Lutin, retired NJ Transit Exec.

1:30pm **Setting the Table Presentations:** (10- minute presentations)

[Scott LeVines](#) Assist. Professor (Urban Planning), SUNY @ New Paltz

[Ben Grush](#) Principal, Grush Niles Strategic

[Grayson Brulte](#) Co-Founder / President Brulte & Company

**2:30pm Open Discussion of Opportunities**

[Michel Parent](#) President AutoKAB

[Paul Brubaker](#), CEO, ATI21

[Aaron Shkuda](#), Princeton University

**Findings & Next Steps Carl Fields Center**

**Moderator:** Alain Kornhauser, Princeton University

3:45 pm – 4:30 **Summaries of each Workshop: Carl Fields Center**

3:40 Workshop 1 Findings Discussion & Next Steps: Russ Mitchell, Technology Editor, LA Times

3:50 Workshop 2 Findings Discussion & Next Steps: John Cichowski, The Road Warrior columnist for The Record and NorthJersey.com

4:00 Workshop 3 Findings Discussion & Next Steps: Fred Fishkin Editor, Techstination

4:10 Workshop 4 Findings Discussion & Next Steps: [Michael Sena](#)\*, Editor, The Dispatcher & Consultant

4:20 Workshop 5 Findings Discussion & Next Steps: Matthew W. Daus, Esq., Distinguished Lecturer, UTRC

4:30 Workshop 6 Findings Discussion & Next Steps: Stan Young, NREL

4:50 pm **Other Issues & Closing Remarks:** Alain Kornhauser, Princeton University *Carl Fields Center*

**Save the Date for  
The 3<sup>rd</sup> Annual Princeton SmartDrivingCar Summit  
May 15 & 16, 2019**







[Link to Other Photos](#)



[1<sup>st</sup> Annual Princeton SmartDrivingCars Summit Program Participants \(May 2017\)](#)

