Activities Directed to making NJ THE Leader in the Implementation of SmartDrivingCars and Fort Monmouth Consortium of Automated Mobility Research, Development & Implementation Park

By
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Mtg. with Mary K. Murphy
NJTPA
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Activities Directed to making NJ THE Leader in the Implementation of SmartDrivingCars

- **NJ Legislative**
  - CARTS (Tom Gagliano & I) met with Senator Tom Kean 8/05/13 [Letter From Kean to Choose: NJ](#)

- **Federal Agencies**
  - Jerome Lutin *briefed FTA, APTA 7/30/13*
  - CARTS *briefed FHWA, RITA, NHTSA, FTA 8/13/13*

- **State Agencies**
  - Briefed Commissioner Simpson twice
  - Jerome Lutin and I *briefed Joyce Gallagher* NJT Bus on 5/17/13
  - Jerome Lutin and I are now meeting with NJTPA
  - I have been asked to brief PANYNJ (TBA)
  - Have had several meetings and discussions with Ronnie Hakim NJTP

- **FT Monmouth Development Authority**
  - CARTS has had several meetings w Exec. Director Bruce Streadman [Letter of Support](#)

- **Choose: New Jersey**
  - Several meeting with Traci McDaniels and Michael Chroback
  - Briefed Board on 7/31/13
Activities Directed to making NJ THE Leader in the Implementation of SmartDrivingCars

• Professional Organizations
  – ITS-NJ
    • “SmartDrivingCars” is top Strategic Plan priority item
    • Subject of 1st conference in June 26 @ Monmouth U., made presentation
  – ITS-NY
    • I made presentation on State-of-the-Art at Annual meeting June 14
  – TransAction
    • I made presentation on State-of-the-Art on 4/18/13
  – ITE
    • Jerry & I held a workshop at Princeton as part of Local Chapter meeting in Princeton in April
    • Jerome Lutin, Eva Lerner-Lam & I have a seminal paper on the topic in July Issue of ITE Journal
    • Eva Lerner-Lam has been leading a major ITE Board initiative in this area, including plenary session at recent Boston Annual meeting
  – TRF NY Chapter
    • presentation last February by Alain
  – UTRC major conference at Rutgers in June 17-18
  – Played major role in TRB/Stanford Conference on Vehicle Automation in July
Activities Directed to making NJ THE Leader in the Implementation of SmartDrivingCars

• **Private Sector Initiatives**
  – With a major Car Dealership Consortium
    • Several meetings with CEO re: Having them lead in the marketing and Sales of “SmartDrivingCars”
  – With a Mercedes Benz dealership consortium
    • Meetings with president re: promotion and sales of innovative collision avoidance technologies
  – With Mercedes NA HQ
    • Several meetings and they made [presentations](#) at both recent NJ conferences on subject
  – Verizon
    • Several meetings with representatives
  – NJM
    • Briefed Chairman as part of Choose: New Jersey
  – Insurance Council of NJ
    • Briefed Christine O’Brien, President, Had her speak at URTC Conf.
    • I’ve been invited to speak at State Insurance Trade Associations Conference: October 20-23
  – USAA
    • Briefed John Friedman, VP, Gov. Affairs, He spoke at Monmouth U Conf.
  – Google
    • I believe they would seriously consider using Ft. Monmouth as an initial Public implementation of “Level 4” Driverless cars.
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• Private Sector Opportunities
  – BMW & Subaru have NA HQ in NJ
  – AT&T and Qualcomm have significant activities related to vehicle communications and TravelTainment in NJ
  – Other Driverless systems entities
    • Google, Vislab.It, Induct
  – Other Car Companies
    • VW, Volvo, Toyota, Nissan, Hyundai, Kia, GM, Ford, Fiat, Renault, Chinese??
  – Other Insurance Companies
    • Progressive, Geico, Travelers, State Farm
  – Parts suppliers
    • Delphi, Bosch, Continental, Denso, Fujitsu, Samsung, Apple, Chinese
Fort Monmouth
(about 3 square miles)
Relocate Little Silver Rail Station
Intra-Fort Mobility Provided by autonomous Taxis throughout Fort Monmouth
Garden State Parkway

Automated Mobility Research, Development & Implementation Park

NJ Transit Shore Line

Relocated Train Station and intra-Fort Mobility Provided by autonomous Taxis throughout Fort Monmouth
Fort Monmouth Consortium of Automated Mobility Research, Development & Implementation Park

- **1 prime driverless systems entity**
  - (Google, Vislab.It)
- **4 car companies doing some sort of R,D & I**
  - (MB, BMW, VW, Subaru, Volvo, Toyota, Nissan, Hyundai, Kia, GM, Ford, Fiat, Renault, Chinese??)
- **2 wireless companies**
  - (Verizon/Hughes, Qualcomm, AT&T, Comcast, KVH)
- **2 Insurance Companies**
  - (NJM, Progressive, Geico, USAA, Travelers, State Farm)
- **3 Public Sector Entities**
  - (NJ DoT, PANYNJ, NJTransit, NJTP, DRPA)
- **3 Parts suppliers**
  - (Delphi, Bosch, Continental, Denso, Fujitsu, Samsung, Apple, Chinese)
- **5 Small startups**
  - (AutonomousStuff, TORC Robotics, Velodyne Lidar, Valeo, TASS International)
- **4 Universities**
  - (Monmouth, Princeton, Rutgers, CCNY, NYU, Cornell, Carnegie Mellon U., U of Md., Penn State)
- **Space requirements:**
  - Assume that we have 25 entities each having an average of 40 people (1,000 employees), each using an average of 300 ft² of office space and 400 ft² of lab space:
  - 300,000 ft² office space and 400,000 ft² lab space.