

2024 | Agenda

▶▶ GETTING TO VISION ZERO
**MASS ROAD
SAFETY SUMMIT**

Fundación **MAPFRE**

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▶ GETTING TO VISION ZERO

MASS ROAD SAFETY SUMMIT

Welcome to *Getting to Vision Zero: Mass Road Safety Summit*. This event brings together leading experts and policymakers from the U.S. and Europe to discuss effective actions for improving road safety in Massachusetts.

8:00 a.m.

Registration & Breakfast

8:30 a.m.

Welcome Remarks

Moderator: Jim Brett, President & CEO, The New England Council

Jaime Tamayo, President & CEO, MAPFRE USA, Chief Representative in North America, Fundación MAPFRE USA

Álvaro Gómez, Director of the Spanish National Road Safety Observatory, Directorate General for Traffic, Ministry of Home Affairs, Spain

9:00 a.m.

Morning Keynote

Monica G. Tibbits-Nutt, Secretary and CEO of MassDOT

9:30 a.m.

Moderator: Daniel P. Olohan, Chief Operating Officer, MAPFRE USA

The Human Impact

David Mooney, MD, MPH, Trauma Medical Director Boston Children's Hospital

Cathy Andreozzi, MADD Victim Impact Speaker

Karin Valentine Goins, MPH, Program Director, Preventative and Behavioral Medicine University of Massachusetts Medical School

Raquel Barrios, Director, YOURS (International)

10:45 a.m.

Break

11:00 a.m.

Road Design to Auto Manufacturing: The Role of Innovation in Saving Lives

Oliver Carsten, University of Leeds (UK)

Kris Carter, Chief Possibility Officer, MassDOT

David Zipper, Senior Fellow MIT Mobility Initiative

Anders Lie, PhD, Chalmers University of Technology

12:15 p.m.

Lunch

12:50 p.m.

Afternoon Keynote

Raquel Barrios, Director, Youth for Road Safety – YOURS (International)

“Active and Meaningful Youth Participation in Safe and Sustainable Mobility Improvements”

1:20 p.m.

Safety For Pedestrians, Bicyclists & Vulnerable Road Users

Dane Eifling, Mobility Coordinator, City of Fayetteville, Arkansas

Chris Dempsey, Partner, Speck Dempsey

Jancha Franklin-Hodge, Chief of Streets, City of Boston

Álvaro Gómez, National Road Safety Observatory Director, Directorate General for Traffic, Ministry of Home Affairs, Spain

2:35 p.m.

Break

2:45 p.m.

Managing Speed & Curbing Distracted Driving

Frank Mütze, European Transport Safety Council (Belgium)

Bonnie Polin, State Safety Engineer, MassDOT

Sam Madden, Head of Computer Science, EECS department at MIT

Jay Winsten, PhD, Lecturer Harvard's Advanced Leadership Initiative

3:30 p.m.

Closing Remarks

Dr. Jesus Monclus, Director of Injury Prevention and Road Safety, Fundación MAPFRE





Moderator

Jim Brett

President & CEO, The New England Council

Jim is the President & CEO of The New England Council, the nation's oldest regional business association.

He served for 15 years as a member of the Massachusetts House of Representatives and was a chairman of several committees in the Massachusetts legislature, including the Committee on Banking, the Committee on Taxation, and the Joint Committee on Congressional Redistricting.

In 2022, President Biden appointed him to serve as the Chairman of the President's Committee for People with Intellectual Disabilities (PCPID) and reappointed him as Chairman in 2023. He previously served on PCPID under Presidents George W. Bush and Barack Obama. In 2016, Congress appointed him to the National Council on Disability where he served as Vice Chairman. He is currently Chairman of the Governor's Commission on Intellectual Disability and Chairman of the Massachusetts Disabled Persons Protection Commission.



Welcome Remarks / Safety For Pedestrians, Bicyclists & Vulnerable Road Users

Álvaro Gómez

Director of the Spanish National Road Safety Observatory, Directorate General for Traffic, Ministry of Home Affairs, Spain

Álvaro has over 20 years of experience in road safety. He began as a researcher at the Universidad Politécnica of Madrid and later joined the Directorate-General for Traffic in 2010. He has served as the Technical Secretary of the Ibero-American Road Safety Programme/OISEVI, a cooperation program of the Ibero-American General Secretariat. In this capacity, he was involved in the Ibero-American Road Safety Observatory.

Álvaro's focus is on developing indicators and statistical analyses related to road traffic accidents, promoting research and innovation in road safety, and contributing to the development of plans and strategies. He also serves as Secretary of the Higher Council for Road Traffic, Road Safety, and Sustainable Mobility and actively participates in national and international working groups.



Welcome Remarks

Jaime Tamayo

President & CEO, MAPFRE USA, Chief Representative in North America, Fundación MAPFRE USA

Jaime has been President & CEO of MAPFRE North America since 2021, a position he previously held from 2008 to 2016. Under his leadership in the United States, the company solidified its market position in Massachusetts, where MAPFRE is the largest auto, homeowners, and commercial auto insurer.

He has held several executive positions at MAPFRE in the United States, Spain, and Puerto Rico since joining the company in 1993.

As Chief Representative of Fundación MAPFRE in the U.S., he has led important initiatives related to the foundation's five action areas: road safety and accident prevention, including fires, mishaps at home and drownings; insurance and social protection; culture; social action; and health promotion.



Morning Keynote

Monica G. Tibbits-Nutt

Secretary and CEO of MassDOT

Secretary Tibbits-Nutt is responsible for four divisions of MassDOT: Highway, Rail and Transit, Registry of Motor Vehicles and Aeronautics. As Secretary, she also serves on the Massport and MBTA Board of Directors.

She served previously as Undersecretary of MassDOT where she led the effort to stand up the Office of Transportation and Climate Planning and Policy. She also served on the MassDOT Board of Directors and as the Vice-Chair of the Fiscal Management and Control Board (FMCB) that oversaw the MBTA.

Areas of specialty include regional and transportation planning, urban design, and transit equity. As part of this focus on education, she serves as the Vice President of the non-profit Youth Engagement Planning (YEP!), which brings urban planning and community advocacy into K-12 environments.



Moderator

Daniel P. Olohan

Chief Operating Officer, MAPFRE USA

Dan is the Chief Operating Officer at MAPFRE USA. He joined MAPFRE USA in 2006 and served as General Counsel and Secretary from 2008 until his appointment as the company's Chief Operating Officer in 2024.

Dan is a member of the Board of Directors of MAPFRE USA. He also serves on the board of the Massachusetts Insurance Federation, where he is the past president. Prior to MAPFRE, Dan was a litigation partner at the Boston law firm of Nutter, McClennen & Fish and is a graduate of Harvard Law School and Providence College.



The Human Impact

Karin Valentine Goins, MPH

**Program Director, Preventative and Behavioral Medicine
University of Massachusetts Medical School**

Karin combines public health practice and research with a focus on community-level transportation and land use to support active living. At the Prevention Research Center at UMass Chan Medical School, her projects include building capacity of public health and community stakeholders to improve physical activity opportunity and reduce injury by engaging in transportation and land use decision-making.

A longtime walking and biking advocate, Karin co-founded WalkBike Worcester and serves on the city's working groups for the Mobility Action Plan and Vision Zero plan, the Advisory Committee of the Central Mass Metropolitan Planning Organization, and the Massachusetts Bicycle and Pedestrian Advisory Board.



The Human Impact

David Mooney, MD, MPH

Trauma Medical Director, Boston Children's Hospital

Dr. Mooney has been the Trauma Medical Director at Boston Children's Hospital for 25 years and has been involved in the development of pediatric trauma care and pediatric trauma systems in the United States, much of it based on motor vehicle safety, during that time.



The Human Impact

Cathy Andreozzi

MADD Victim Impact Speaker

Cathy's commitment to and passion for advocacy was forged through personal experience. In 2003, her then 12-year-old daughter was struck by a hit-and-run drunk and drugged driver while walking home from her bus stop. A traumatic brain injury altered her life and all those who knew and loved her forever. Living with the consequences of a negative choice, a foundation was created to give her daughter's name and philanthropic spirit a voice and an opportunity to make a positive impact.

A tireless highway safety advocate, Cathy volunteers her time working alongside law enforcement, policymakers, and community leaders.



The Human Impact / Afternoon Keynote

Raquel Barrios

Director, YOURS (International)

Raquel is originally from Nicaragua and has worked in the third sector for over fifteen years. Her professional career has evolved in youth-led and youth-focused organizations working on poverty, sustainable cities and communities, and youth and children's rights.

Raquel is currently the Executive Director of Youth for Road Safety (YOURS).

Together with thousands of young people worldwide, YOURS is making a difference in building a safer and more sustainable mobility system for future generations.



**Road Design to Auto Manufacturing:
The Role of Innovation in Saving Lives**

Oliver Carsten

University of Leeds (UK)

Oliver is Professor of Transport Safety at the Institute for Transport Studies, University of Leeds. His major research focus is on driver interaction and safety with driver assistance and automation systems. He led the UK national project on Intelligent Speed Assistance (ISA) and helped to push the EU to regulate ISA into all new vehicles. He is an advisor to PACTS, the Parliamentary Advisory Council for Transport Safety. He has provided advice on safety policy to the UK Department for Transport and to the European Commission. He was a member of the European Commission's GEAR 2030 High-Level Group on the future of the European automobile industry.

He is editor-in-chief of the academic journal Cognition, Technology and Work.



**Road Design to Auto Manufacturing:
The Role of Innovation in Saving Lives**

David Zipper

Senior Fellow, MIT Mobility Initiative

David is a Senior Fellow at the MIT Mobility Initiative, where he examines the interplay between transportation policy, technology, and society. He is a contributing writer at Vox and Bloomberg CityLab.



**Road Design to Auto Manufacturing:
The Role of Innovation in Saving Lives**

Kris Carter

Chief Possibility Officer, MassDOT

Kris runs The Lab@MassDOT. Likes bikes, people, buses, trains, stories, and difficult problems. Also likes to make movies, loves cities, learned how to share in kindergarten, still perfecting his practice. Alum of AmeriCorps, Tufts, Villanova, and the City of Boston. Work recognized by the Federal Labs Consortium, Cities for Service, IDC Smart Cities North America, American Planning Association and an assortment of film festivals and others. Civil Engineer, Urban Planner and Dad. Firm stances on parking, equity, and bagging my own groceries. More flexible stances on parenting styles, because, well, it's not easy.



**Road Design to Auto Manufacturing:
The Role of Innovation in Saving Lives**

Anders Lie, PhD

Chalmers University of Technology

Anders is a specialist in traffic safety, now mostly retired. From 1995 to 2018, he worked for the Swedish Transport Administration. In 2019 and 2020, he worked at the Swedish Ministry for Transport and was responsible for the program of the 3rd Global Ministerial on Road Safety held in February 2020. He has been an active partner in the development of the Vision Zero.

Until 2018, he represented Sweden as a board member in the Euro NCAP crash test co-operation. Anders has been active in the development of a Management System Standard for Traffic Safety (ISO 39000). He is a part-time adjunct professor at Chalmers University of Technology. From his retirement, Anders has worked part-time for AFRY developing the FIA Road Safety Index.



**Safety For Pedestrians,
Bicyclists & Vulnerable Road Users**

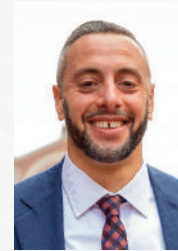
Dane Eifling

Mobility Coordinator, City of Fayetteville, Arkansas

Dane began working at the City of Fayetteville in 2014 as the City's first Bicycle and Pedestrian Coordinator. From 2018 to 2020 Dane served in a joint role as the Bike/Pedestrian Coordinator for both the University of Arkansas and the City of Fayetteville.

In 2020, Dane began a full-time role as the city's first Mobility Coordinator with responsibilities including transit, micro-mobility, traffic calming, walkability, and bicycle network planning.

Dane is a Fayetteville, Arkansas native. He serves part-time in the U.S. Navy Reserves and has a BA in Human Geography from San Francisco State University.



**Safety For Pedestrians,
Bicyclists & Vulnerable Road Users**

Jascha Franklin-Hodge

Chief of Streets, City of Boston

Jascha serves as the Chief of Streets where he oversees the City's Public Works and Transportation Departments. He supports the delivery of essential city services and works to implement Mayor Wu's transportation priorities, including reliable, affordable transit service, safer street design in every neighborhood, and a connected network of low-stress bicycle routes.

Previously, he was the Executive Director of the Open Mobility Foundation, which helps cities collaborate with the private sector to work toward a safe, equitable, and sustainable transportation system. He also served as the City of Boston's Chief Information Officer from 2014 to 2018 and led the City's Department of Innovation and Technology.

He has been a Visiting Fellow at the Harvard Kennedy School, focused on mobility, technology, and public policy, and a consultant to the private sector on new mobility and smart cities.



**Safety For Pedestrians,
Bicyclists & Vulnerable Road Users**

Chris Dempsey

Partner, Speck Dempsey

Chris served as Assistant Secretary of Transportation for Massachusetts Governor Deval Patrick, where he co-founded the MassDOT open-data program, which made the MBTA the first transit agency on the East Coast to make available smartphone applications that tell riders when their bus or train will arrive.

Chris has worked as a consultant with Bain & Co. and led North American business development for Masabi, a mobile ticketing company whose customers include the MBTA, New York MTA, Los Angeles Metrolink, and other large transit agencies.

From 2017 to 2021, he led the state's largest transportation advocacy coalition. Chris has represented his hometown, Brookline, as an elected Town Meeting Member since 2012. He also served as Chair of the Transportation Board, which oversees the municipality's transportation policy.



Managing Speed & Curbing Distracted Driving

Frank Mütze

European Transport Safety Council (Belgium)

Frank is a policy and project manager at the European Transport Safety Council (ETSC). He works on policy, notably connected and automated driving as well as vehicle technologies, and was involved in the work on the technical details for intelligent speed assistance systems and advanced driver distraction warning systems. He also manages the LEARN! project on traffic safety and mobility education.



Managing Speed & Curbing Distracted Driving

Sam Madden

Head of Computer Science, EECS department at MIT

Sam is a College of Computing Distinguished Professor of Computing and head of the Computer Science division in the EECS department at MIT. His research interests include databases, distributed computing, and networking. Research projects include learned database systems, the C-Store column-oriented database system, and the CarTel mobile sensor network system. He heads the Data Systems Group at MIT and the Data Science and AI Lab (DSAIL), an industry-supported collaboration focused on developing systems that use AI and machine learning.

Sam was named one of Technology Review's Top 35 Under 35 in 2005 and an ACM Fellow in 2020. He is the co-founder and Chief Scientist at Cambridge Mobile Telematics, which develops technology to make roads safer and drivers better.



Managing Speed & Curbing Distracted Driving

Bonnie Polin

State Safety Engineer, MassDOT

Bonnie is the State Safety Engineer at MassDOT. She oversees the Highway Safety Improvement Program, the Strategic Highway Safety Plan, and many other aspects related to roadway safety and the broader safety management system. She brought the Safe System approach to MassDOT and is actively working on a number of strategies to reduce fatalities and serious injuries on all roadways.

Her favorite aspect of this work is to impart knowledge so informed and effective decisions can be made. Bonnie's keen interest is to research and test out new safety applications while understanding the tie-in between behavior and infrastructure. Prior to joining MassDOT, Bonnie was a traffic engineer at Bruce Campbell & Associates. She holds a BA in Theoretical Math and a MS in Civil Engineering from Columbia University.



Managing Speed & Curbing Distracted Driving

Jay Winsten, PhD

Lecturer Harvard's Advanced Leadership Initiative

Jay A. Winsten, PhD, teaches communication strategies in Harvard's Advanced Leadership Initiative and directs Project Lookout, a U.S. road safety campaign.

From 1985 to 2020, he served as Associate Dean and Frank Stanton Founding Director of the Center for Health Communication (CHC) at Harvard T.H. Chan School of Public Health.

CHC became widely known for its U.S. Designated Driver Campaign to prevent alcohol-related traffic fatalities and injuries. Launched in November 1988, the campaign demonstrated how the designated driver concept could be imported from Scandinavia and rapidly diffused through American society via mass communication.



Closing Remarks

Dr. Jesus Monclus

**Director of Injury Prevention and Road Safety,
Fundación MAPFRE**

Jesus Monclus is Director of the Prevention and Road Safety Area of Fundación MAPFRE and has been a member of the Management Committee of Fundación MAPFRE since 2014. He is the author of numerous technical articles and the author of “Planes Estratégicos de Seguridad Vial. Fundamentos y casos prácticos” (Strategic road safety plans. Rationale and practical cases), “La Seguridad Vial en las empresas. Programas internacionales de promoción” (Road Safety in Companies. International Promotion Programs), and he is co-editor of “Del Infinito al Cero. Así lo hicimos” (This is how we did it: From Infinity to Zero).

In October 2019, the Spanish Directorate General for Traffic distinguished Jesus with its Medal for Road Safety Merit. In 2020, he was awarded the Order of Merit of the Spanish Civil Guard (White Badge Cross).

▶ GETTING TO VISION ZERO

MASS ROAD SAFETY SUMMIT

We appreciate your attendance at *Getting to Vision Zero: Mass Road Safety Summit*. You are an essential part of helping bring meaningful change to road safety in Massachusetts.

Thank you.



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