Sarah M. Kaufman

Curriculum Vitae

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PROFESSIONAL & RESEARCH EXPERIENCE
New York University, New York, NY
2011-Present
Associate Director, Rudin Center for Transportation Policy and Management
- Researching issues of technology in transportation, focusing on smart cities, the future of paratransit and economic opportunity through transit access.
- Directing the annual Emerging Leaders for Transportation Fellowship, connecting 20 early-career innovators with industry executives for leadership development (2014 to present)
- Designing, curating and participating in high-impact events, notably:
    - Women Transportation Leaders Breakfasts, featuring candid discussions by top female industry leaders (2019)
    - Transportation Startup Showcase, featuring innovations and interactions with public sector panelists (2018-2019)
    - The Three Mobility Revolutions: Autonomous, Shared and Electric (2018)
    - The Pink Tax on Transportation: Sharing and Mitigating Women's Challenges on Transportation (2018)
    - First-ever Metropolitan Transportation Authority hackathon, using data to improve bus service planning (2016); sponsored by Google, TransitCenter and CartoDB
    - Panel with U.S. Transportation Secretary Anthony Foxx, "Social Mobility, Transportation, Social Mobility and Cities" (2015)
    - Taxi Shift-Change Hackathon to solve the rush-hour taxi shortage (April 2015); sponsored by Google; partnered with NYC Taxi & Limousine Commission
    - Short Talks, Big Ideas event series, joining transportation practitioners and innovators (2012-2014)
- Adjunct Professor of Planning. Courses:
    - Intelligent Cities: Technology, Policy and Planning (2016 - present)

- Capstone: Advanced Projects in Urban Planning (2017 - present)
- Public Policy for Metropolitan Regions (2013)

Google, New York, NY
Spring 2015
Visiting Researcher, Better Cities Program

MTA New York City Transit Authority, New York, NY
2007-2011
Projects Coordinator, Emerging and Intelligent Transportation Systems

New York City Department of Information Technology and Telecommunications, New York, NY
2006-2007
Technical Writer, Wireless Communications

New York University, New York, NY
Research Assistant, Taub Urban Research Center
2005-2006

EDUCATION
MBA, Technology Innovation Management: New York University, Polytechnic Institute, 2011
Master of Urban Planning: New York University, Robert F. Wagner School of Public Service, 2005
Bachelor's Degree, Science Writing Concentration in Computer Science: Washington University in St. Louis, 2001

SELECTED PUBLICATIONS
2018
Kaufman, Sarah M.; Polack, Christopher; and Campbell, Gloria. "The Pink Tax on Transportation: Women's Challenges in Mobility," NYU Rudin Center for Transportation

"Online Consumption and Mobility Practices: Crossing Views from Paris and Manhattan," NYU Rudin Center and 6-t Researche

Kaufman, Sarah M. "Augmented Reality and Urban Exploration," NYU Rudin Center for Transportation: Walking and the Life of the City Symposium Journal

Kaufman, Sarah M. "Let scooter share fly in NYC: Urban transportation must keep moving ahead," *New York Daily News* Op-Ed

Kaufman, Sarah M. and Buttenwiser, Luke. "The State of Scooter Sharing in United States Cities." NYU Rudin Center for Transportation

Kaufman, Sarah M. "Let e-bikes power N.Y.'s transit future," *New York Daily News* Op-Ed

2017
Kaufman, Sarah M.; Simon, Joanna; and Aboaf, Calloway Hope. "Bringing Innovation to Paratransit," NYU Rudin Center for Transportation

Kaufman, Sarah M.; and Simon, Joanna. "How the F Train Breakdown Hit Social Media," NYU Rudin Center for Transportation

Kaufman, Sarah M.; and Kaputkin, Ari L. "Upper East Side Taxis, For-Hire-Vehicles and the Second Avenue Subway," NYU Rudin Center for Transportation

Moss, Mitchell L.; Kaufman, Sarah M.; Levy, Sam; Smith, Ashley; and Hernandez, Jorge. "Subway Ridership 1975-2015," NYU Rudin Center for Transportation

Kaufman, Sarah M.; and O'Connell, Jenny. "Citi Bike: What Current Use and Activity Suggests for the Future of the Program," NYU Rudin Center for Transportation

2016
Kaufman, Sarah M.; Smith, Ashley; O'Connell, Jenny; and Kaputkin, Ari L. "Intelligent Paratransit," NYU Rudin Center for Transportation.

Moss, Mitchell L.; Kaufman, Sarah M.; Hernandez, Jorge; and Levy, Sam. "L Train Closure and Mitigation," NYU Rudin Center for Transportation

2015
Kaufman, Sarah M.; Moss, Mitchell L.; Hernandez, Jorge; and Tyndall, Justin. "Mobility, Economic Opportunity and New York City Neighborhoods," NYU Rudin Center for Transportation

Kaufman, Sarah M. "Citi Bike and Pantaloons," in La Vuelta Al Mundo En 80 Bicicletas / Around the World in 80 Bicycles, El Caminante, 2015.

Earlier publications

Kaufman, Sarah. "Social Media for Disaster Response and Recovery," Transportation Research News, July/August 2013.

Kaufman, Sarah M.; Qing, Carson; Levenson, Nolan; and Hanson, Melinda. "Transportation During and After Hurricane Sandy," NYU Rudin Center for Transportation, 2012.

Kaufman, Sarah and Susan Bregman. "What's the Worst that Can Happen? Social Media Protocols and Policies" in Best Practices for Transportation Agency Use of Social Media, Susan Bregman & Kari Edison Watkins, eds., Taylor and Francis, 2013.

Kaufman, Sarah M. "Getting Started with Open Data: A Guide for Transportation Agencies," NYU Rudin Center for Transportation, 2012.

Moss, M.L., Kaufman, S.M. and Townsend A.M. 2006. "The relationship of sustainability to telecommunications," with Mitchell L. Moss and Anthony M. Townsend. Technology and Society. 28(1-2):235-244.

Kaufman, Sarah M. "Parallel Demands in Customer Information Technologies and Intelligent Transportation Systems," 15th World Congress on Intelligent Transport Systems and ITS America's 2008 Annual Meeting. November 2008. New York, NY

HONORS AND AWARDS
- Tech Power 50, *City & State*, 2019
- The Responsible 100 New Yorkers, *City & State*, 2018
- Google Fellow, Personal Democracy Forum, 2014
- Next American Vanguard, Next City, 2012
- Distinguished Alumna, Washington University in St. Louis, 2002

PROFESSIONAL ACTIVITIES
- **Transportation Innovation Partnership**, Advisory Board Member, 2018-present
- **The Li.st** Women in technology network, 2017-present

- **Transportation Ladybosses** Networking Group, Founder, 2017-present
  TechStars, Transportation Startups Advisor, 2016 – present
- **1776**, Smart Cities and Transportation Startups Mentor, 2016 – 2018
  Regional Plan Association's Fourth Regional Plan Advisory Committee,
  Technology Steering Committee Advisor, 2016-2018
  **New York City Taxi and Limousine Commission Data/Tech Advisory
  Committee**, 2015 – present
- **BetaNYC**, Advisory Board Member, 2015 – present
- **Technology Advisory Group for the City of New York's For-Hire
  Transportation Study**, 2015
  Women's Transportation Seminar of Greater New York, Annual Conference
  Planning Committee, 2015-2016; Director-at-Large, 2012 to 2014; Founding Chair,
  Young Professionals' Committee, 2009-2010
- **Open New York** Transportation Data Meetup Group, Co-Organizer, 2013 – 2015
- **Lower Eastside Girls' Club** Mentor, 2006-2010

CONFERENCES, PRESENTATIONS AND INVITED LECTURES

- Smart Cities Institute, U.S. Conference of Mayors, Expert Facilitator, May 2019 and December 2018
- Smart Cities New York, Panelist: The Future of Transportation, May 2019 and May 2018
- Conference on World Affairs, Panelist: Smart Cities and Climate Change, April 2019
- NYU Global Leaders Council, Presenter: Transportation Trends and Research, March 2019
- American Institute of Architecture, Presenter: Mobility + Social Agency: Embedding Equity in Mobile Systems, March 2019
- South by Southwest, Panelist: The Future of Urban Mobility, March 2019
- NYC Department of Transportation, Presenter: The Pink Tax on Transportation, March 2019
- Shared Use Mobility Summit, Moderator: The Future of Scooter Sharing, March 2019
- Transforming Transportation, World Bank Group, Panelist: New Mobility as an Enabler of Human Capital: Building Skills and Changing Behavior, January 2019
- Smart & Connected Communities, University of Washington, Panelist: Mobility, Equity, and Health, December 2018
- LA CoMotion, Moderator: Women in Transport, November 2018
- Fast Company Innovation Festival, Moderator: Autonomy at Your Service: Gear Up for the Driverless Revolution, October 2018

- A New Vision for New York City Transit: A Conversation with NYC Transit President Andy Byford, Moderator, May 2018
- Presentation to the Transportation Minister of Paris, April 2018
- Port Authority of New York & New Jersey, Regional Roundtable Keynote Speaker: Autonomous Vehicles and the New York Region, April 2018
- NYC Department of Transportation and NYU Rudin Center, Accessible Streetscape Summit, Organizer, January 2018
- NYC Taxi and Limousine Commission, Lunchtime Lecture, "Political Protests and Transportation Infrastructure," October 2017
- Keynote Speaker: "Political Protests and Transportation Infrastructure," American Society for Highway Engineers Annual Meeting, June 2017.
- Panelist, "Ridesharing and the Future of Mobility," Women's Transportation Seminar Annual Conference, May 2017.
- Panelist, Driverless Cars, The Office of the Manhattan Borough President, September 2016.
- Organizer, first-ever Metropolitan Transportation Authority hackathon, using data to improve bus service planning (March 2016); sponsored by Google, TransitCenter and CartoDB
- Moderator and Curator, Periphery: Commuting from the Edge, Van Alen Institute, November 2015.
- Presenter, The Subway Map: The Last 50 Years, The Next 50 Years, The Cooper Union, October 2015.
- Panelist and Organizer, On the Street: The Future of the Streetscape, Van Alen Institute, June 2015.
- Presenter, Transport equity in New York City, GeoNYC, Google, December 2014.
- Panelist, Millennials & Public Transportation, Association for a Better New York, October 2013.
- Guest Lecturer, Communications and Mobility, University of Pennsylvania, February 2013.
- Judge, Science and the City Hackathon, February 2013.
- Presenter, "How Social Media Moves New York," National Association of City Transportation Officials, October 2012.
- Presenter, "Open Transportation Data," DataGotham, September 2012.
- Presenter, "Getting Started with Open Data," National Association of Regional Councils, June 2012.
- Presenter, "Augmented Reality and Urban Exploration," Walking and the Life of the City Symposium: NYU Wagner Graduate School of Public Service, June 2012.
- Presenter, "Leveraging Social Media and Open Data for Weather Events," Intelligent Transportation Systems of New York, March 2012.

- Panelist, "Social Media in Government," City Hall News, CUNY Baruch College, November 2011.
- Presenter, Open Data at the MTA, OpenNY Unconference on Open Government in New York State, June 2011.
- Presenter, Open Data and Social Media at the MTA, In .Gov We Trust, Eyebeam NYC, July 2010.
- Guest Lecturer, Introduction to Intelligent Transportation Systems, New York University's Interactive Telecommunications Program, February 2010.