EXHIBIT 38

125th BID's Street Proposal to address traffic congestion and double parking problems

Background – the 125th Street Thoroughfare

Stretching from the Hudson River to the Robert F. Kennedy Bridge and into Queens, the 125th Street thoroughfare is a major east-west artery running through Harlem. The west side of 125th Street is home to residents and businesses that are an essential part of west-Harlem's economic power as people live, work, visit, and invest in the local ecosystem. There is a five-block radius located on the west side of 125th Street that has been designated as the 125th Street Business Improvement District (BID).

The 125th Street BID is an association comprised of "property and Business Owners, community and government leaders, [and] residents" who work together to improve the experience of residents, business owners, employees, and visitors to the BID and the greater West Harlem community.

As a residential community, an economic hub, and a pass-through for commuters and local traffic, the five blocks of the BID are incredibly busy, with personal vehicles, Metropolitan Transportation Authority (MTA) buses, cyclists and scooters, pedestrian traffic that include elderly and disabled, delivery vehicles, brick trucks, tour buses, emergency vehicles. This accumulation of vehicles, bicycles, and pedestrians has created suboptimal and even dangerous traffic conditions for all who live by, pass through, and visit the BID.

As an economic hub and communal space for Harlem, keeping the streets functional and safe is incredibly important. For the continued economic growth and revitalization of the 125th St BID, traffic and public safety must be the highest priority. Life and work on 125th Street are hampered by traffic congestion, illegal double and triple parking, erratic driving behaviors (and ensuing accidents, injuries, or fatalities), and inconsistent and ineffective traffic enforcement efforts.

These challenges occur due to several factors that face limitations or fail to address issues at the source – at all levels of the local community and government oversight. Current limitations that the 125th Street BID faces in

being able to address current unsafe traffic conditions are a lack of funding, the physical space of the streets, cohesive buy-in from community members to change driving and parking behaviors, and a lack of convenient alternative parking options.

Objective of the proposal

A potential solution to tackle the traffic and public safety issues is required. The challenge is multifaceted and there is no single solution that will address all of the traffic and public safety issues. Funding request presents two different approaches and phases to address the issues.

The proposed solutions will be implemented incrementally and integrated into the existing infrastructure and will be married with community recommendations and feedback. Guidelines for an effective solution will take into consideration:

- benefits to community members,
- not dissuading local community members and visitors from visiting the BID,
- potential increases in revenue for local businesses as traffic conditions improve, and
- an inability to adjust the quantity and distribution of traffic volume.

Problem Statement

Traffic congestion compounded with double and triple illegal parking has severely impacted smooth traffic flow along the 125th Street thoroughfare. Not only are businesses suffering from the lack of customers, but residents are inconvenienced in their daily lives, and emergency services have also been hindered - potentially creating life-threatening situations for those in need of medical attention.

Proposed Solutions – Smart Traffic Control & AI-Assisted Parking Enforcement
The two main challenges being addressed by the proposed solutions are 1) traffic congestion and 2) illegal double and triple parking.

In looking for the causes of slow traffic and congestion and the causes for why people double and triple park, we came up with a two-part solution that addresses each aspect.

By integrating smart technology into the traffic control system/grid, commuter and local traffic will flow more efficiently, create less congestion, reduce accidents and erratic driving behaviors, and help increase patronage for the local businesses.

An Artificial Intelligence Assisted Parking Enforcement solution will reduce the frequency of illegal parking and increase the frequency of parking enforcement. This will also help reduce traffic congestion and slowdowns as well as increase safety for cyclists and pedestrians.

Pilot Projects

Traffic congestion compounded and double and triple illegal parking
A pilot project should be divided into two phases to better monitor the effectiveness of the solutions under the constraints of time and resources. The proposal for the pilot project is outlined as follows:

Phase I - Installation of Smart Sensors at Intersections.

The objective of Phase I is to gain a better understanding of the traffic flows along 125th Street and to have better management of the traffic flows that will decrease congestion, maximize pedestrian walking times and allow emergency vehicles to pass along the street. We are seeking to adopt and install a decentralized sensor network in 7 intersections along the 125th street, covering 5 intersections in the BID's area - St Nicholas Ave, Frederick Douglass Blvd, Adam Clayton Powell Jr Blvd, Malcolm X Blvd, 5th Ave, and including 2 intersections over and under the BID areas, Morningside Ave and Madison Ave, to effectively manage the traffic flows.

This technology will help the city to enhance the management of high traffic areas with high frequency of intersections and traffic signals along commercial corridors

and crosstown thoroughfares through an adoption of a more accurate modeling of traffic flows and smoother coordination from a smart traffic control network.

The BID is collaborating with NYC Department of Transportation and NYPD for the adoption of the technology; leveraging technical assistance from a partnership with Columbia University's Smart Cities Center in the Data Science Institute; alongside an engagement with the 125th Street BID's Interagency Collaborative Task Force that include elected officials, community boards and 12 City Agencies. Local organizations such as the Mount Morris Park Community Improvement Association and service organizations for homelessness and mental illness and Harlem Independent Living Center will be actively involved to ensure in the design of the solutions.

Phase II: AI-Assisted Parking Enforcement

The objective of Phase II is to enhance the effectiveness of the parking monitoring system and improve the payment collection process that results in increased safety for officers, higher accuracy on the details of the parking ticket and reduction of illegal parking.

AI-Assisted Parking Enforcement in Australia has illustrated an effective way of increasing parking enforcement in high traffic areas through an AI-Assisted technology. The BID would like to work with DOT through a pilot with an AI-Assisted technology to install high-resolution camera combined with video analytics on 1 patrolling vehicle to identify parking infringements and process traffic fines along the 125th Street, covering Morningside Ave, St Nicholas Ave, Frederick Douglas Blvd, Adam Clayton Powell Jr Blvd, Malcolm X Blvd, 5th Ave and Madison Ave. The adoption of the technology will require similar stakeholders and partners to Phase I (NYPD, DOT, Columbia Smart Cities Center and local organizations. However, the use of an AI technology in collecting and processing the data from cameras will create great concerns over the residents and visitors' data privacy which should be handled with utmost care and require active participation from a broad set of stakeholders in the decision-making process.

We recommend the patrolling vehicle to patrol along the street twice a day, covering day and nighttime, for 6 days a week for one year. The longer time

period for Phase II is necessary as parking enforcement and fine collection will need time to be processed and completed. In addition, observation of behavioral changes induced by greater enforcement will require a longer period to determine results.

Relevant Stakeholders for success must include at a minimum, but not limited to:

- Technology Partners The BID has identified several companies that provide the required technology.
- Academic and Research Partners: Columbia University Data Science Institute has a Research Centre focused on smart cities which is developing transportation solutions. The Date Science Institute would be able to support in adapting the existing technologies to the 125th Street context. In addition, Columbia University's School of International and Public Affairs could support with conducting research with the stakeholders.
- Traffic Control Agencies: Traffic control agencies: The project will need approval and support from the Department of Transport and New York Police Department (NYPD). In addition, the NYPD issues parking fines so for phase II, the parking monitoring system will need to be installed on the NYPD patrol cars.
- Community Organizations: All three Community Boards that service 125th Street from end to end are members of the Board of Directors and will be engaged on the project as they will bring forward the opinions and concerns of the residents.
- Funders: This proposal is being submitted to Congressman Espaillat for funding assistance.

Evaluation

Key performance indicators (KPIs/evaluation metrics) for the two phases of the project differ from each other.

Phase 1 can be easily automatically assessed on a continuous basis, as the algorithm used to dictate traffic flow and light patterns can be measured in real time. These metrics can be measured for individual vehicles across the measurement area and subdivided by class (bicycles, pedestrians, cars, buses, emergency vehicles, commercial vehicles, etc.

Phase 2 could be assessed continuously as well but would be less automated than Phase 2. For both Phase 1 and Phase 2, control (before implementation) and experimental (during/after) metrics can be compared to determine effectiveness. The metrics are shown below:

Phase 1	Phase 2
Average Commute Time	Average Commute Time
Number of Stops	Parking Infringement Notices Given
Time Spent in Traffic/Gridlock/Idling	Number of Payments Collected
Emissions	Emissions
Number of Accidents	Number of Accidents
Motor Vehicle Flow	Counts of Double/Triple Parking
Pedestrian/Bicycle Flow	Parking Revenue
Business Revenue	Business Revenue