

Connecting a Mobile York Region

Presentation to
ITS Canada
Victoria 2014

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June 1, 2014

Connecting a Mobile York Region

Overview

- ❑ Who is York Region?
- ❑ York's ITS Program Background
 - ❑ Data Considerations
 - ❑ ATIS considerations
- ❑ Mobile Applications
 - ❑ Business Model
 - ❑ Features
 - ❑ Lessons Learned



York Region – Who Are We?

- Area north of Toronto
- Population over 1 million
- Rapidly urbanizing
- Focus on rapid transit infrastructure investments
- Responsible for arterial road network



Focus of ITS Program

- ❑ Early to deploy wireless comms for signal control (early 1990's)
- ❑ Late to the table with our ITS program (2008)
- ❑ TMC opened to support collection, monitoring and management of traffic data (2013)
- ❑ Variety of ATIS pilots initiated, including mobile app deployment (2013)
- ❑ Decision to focus on:
 - ❑ Better managing planned & unplanned road / lane closures
 - ❑ Traveller Information

Data Considerations

- ❑ **Variety of data sources available internally**
 - ❑ Roads Dispatch
 - ❑ Transit TMC
 - ❑ Traffic CCTV

- ❑ **These sources were not coordinated and provided incomplete coverage.**
 - ❑ Data maintained in disparate databases
 - ❑ Provided poor coverage in rural areas

- ❑ **Variety of data sources available externally**
 - ❑ Growing availability of commercial data sources
 - ❑ Google traffic
 - ❑ Broadcast media

Key Directions for Data

- ❑ **Expand on data sources**
 - ❑ Commercial data provider(s)
 - ❑ Crowd-sourced data
 - ❑ Blue-tooth data
- ❑ **Centralize the data management**
 - ❑ Off-the-shelf ATMS
 - ❑ Customizable where possible
- ❑ **Dedicate staff to data quality management**
 - ❑ New TMC operating 14/5 (initially)
 - ❑ Proactive data collection / confirmation
 - ❑ Operations Supervisor to coordinate the work between the Dispatch and TMC groups

Data Maturity

Considerations for ATIS Elements

- ❑ **Relative Value of Enroute (Mobile) vs. Pre-trip Traveller Information**
- ❑ **Demography**
- ❑ **Accessibility**
- ❑ **Legislation**
- ❑ **Cost Considerations**
- ❑ **The Fickle Factor**
- ❑ **Accuracy**



Considerations for ATIS Elements

- ❑ **Relative Value of Enroute (Mobile) vs. Pre-trip Traveller Information**
 - ❑ Increasing expectation that mobile services are available
 - ❑ York wants to provide both types, despite decreasing value of pre-trip information



Considerations for ATIS Elements

□ Demography

- Recognize different uses by different demographics
- Age is the most important demographic consideration
- Need to provide tools to support full demographic range of target audience



Considerations for ATIS Elements



□ **Accessibility**

- A disability may prevent the use of a particular technology
- Some technologies enable those with disabilities
- Need to provide a variety of media to suit all users

Considerations for ATIS Elements



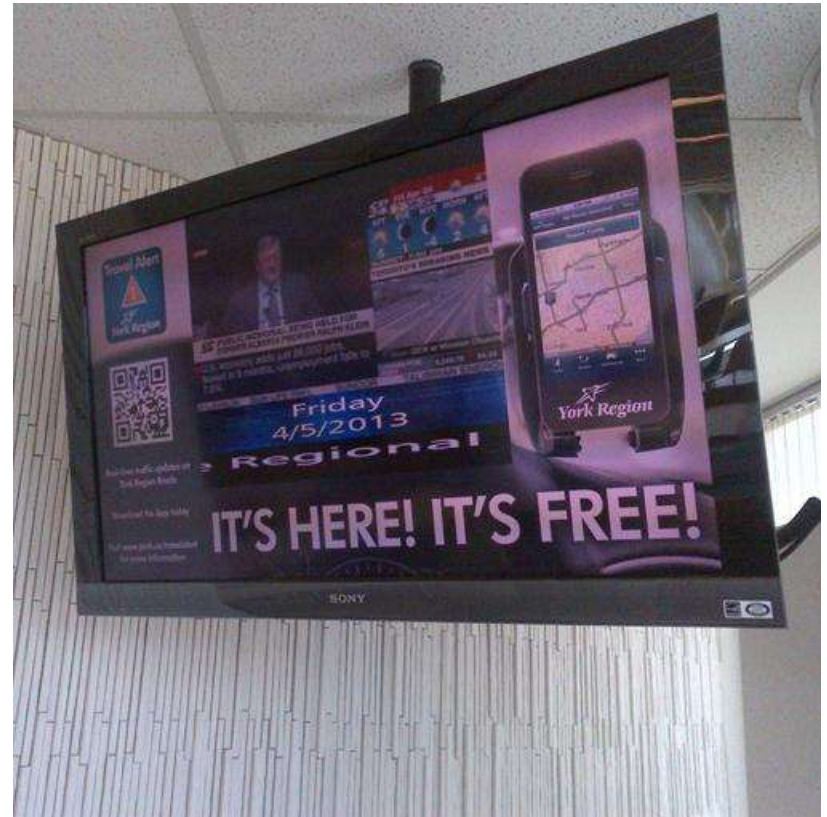
□ Legislation

- Disabilities Act (e.g. AODA)
- Hands-free & distracted driving legislation



Considerations for ATIS Elements

- ❑ **Cost considerations**
 - ❑ Life-cycle costs of building a robust custom app or IVR
 - ❑ Potential to leverage social media delivery (and future impact of advertising)
 - ❑ Alternative delivery models
 - ❑ Marketing costs must be included



Considerations for ATIS Elements

❑ The Fickle Factor

- ❑ What constitutes 'current'?
- ❑ Where's the kitchen sink?



Considerations for ATIS Elements

□ Accuracy

- Traffic Flow vs. Incidents?
- How some of the big private offerings work...
- Control of the message = control of the quality

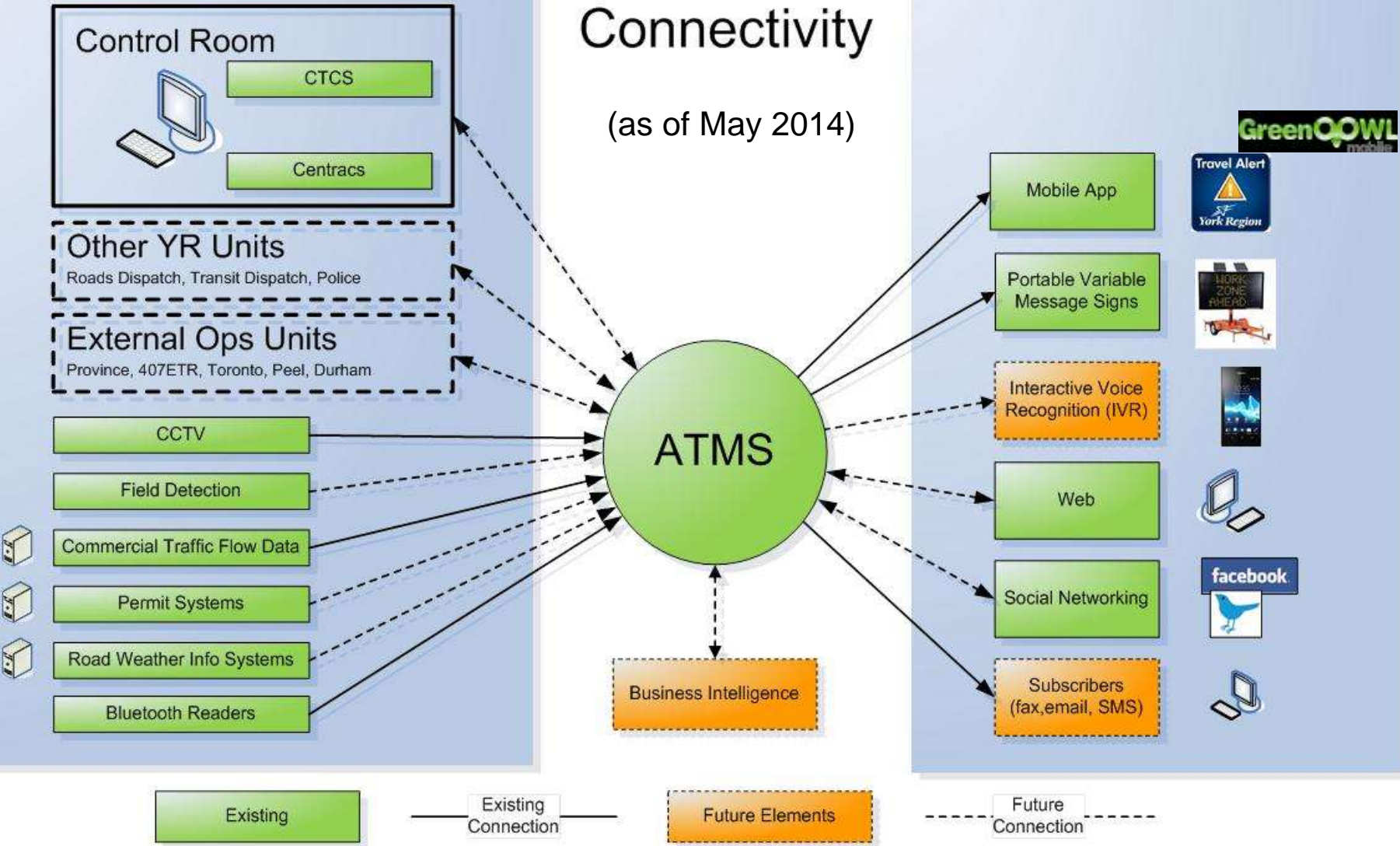


Systems Connectivity

(as of May 2014)

INPUTS

RESPONSE

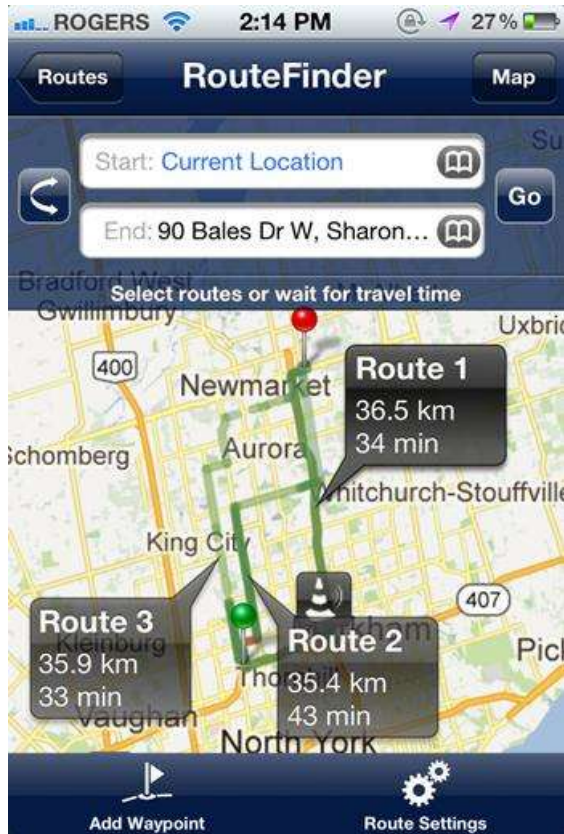


Mobile Application Business Model

- ❑ Partnered with GreenOwl Mobile to leverage an existing product
- ❑ GreenOwl's 'Traffic Alert' mobile application was rebranded as York Region's '**Travel Alert**'
- ❑ App combines York data with crowd-sourced data
- ❑ Travel Alert acts as a data source for York Region



Travel Alert Features



- ❑ Hands-free
- ❑ Traffic congestion
- ❑ Collisions
- ❑ Construction
- ❑ Priority safety areas
- ❑ Red Light Cameras
- ❑ Share incidents



Travel Alert Features



- ❑ Travel Alert delivers audible alerts as you approach problem areas

Travel Alert! Traffic moving slowly on Yonge Street at Davis Drive due to construction

Travel Alert! You are approaching a community safety zone.

Why Partner?

- ❑ York is leveraging a private sector deployment
- ❑ “Why pay for a traffic app (when Google & GPS do this)?” It will include:
 - ❑ York Region data
 - ❑ Ability to control quality of the data
 - ❑ York Region’s priority safety areas
 - ❑ York Region branding
 - ❑ Data source for our other York Region initiatives

Marketing & Communications Plan

Award-winning Communications Plan has supported the up-take of the app:

- ❑ Proactive media relations – media demos
- ❑ Online and print media campaign
- ❑ Targeted advertising (e.g. CAA Magazine)
- ❑ Social Media & YouTube
- ❑ News Radio Tags over long weekends
- ❑ Events – e.g. Public Works Family Fun Day
- ❑ Cross-promo with transit website



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Thanks!

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