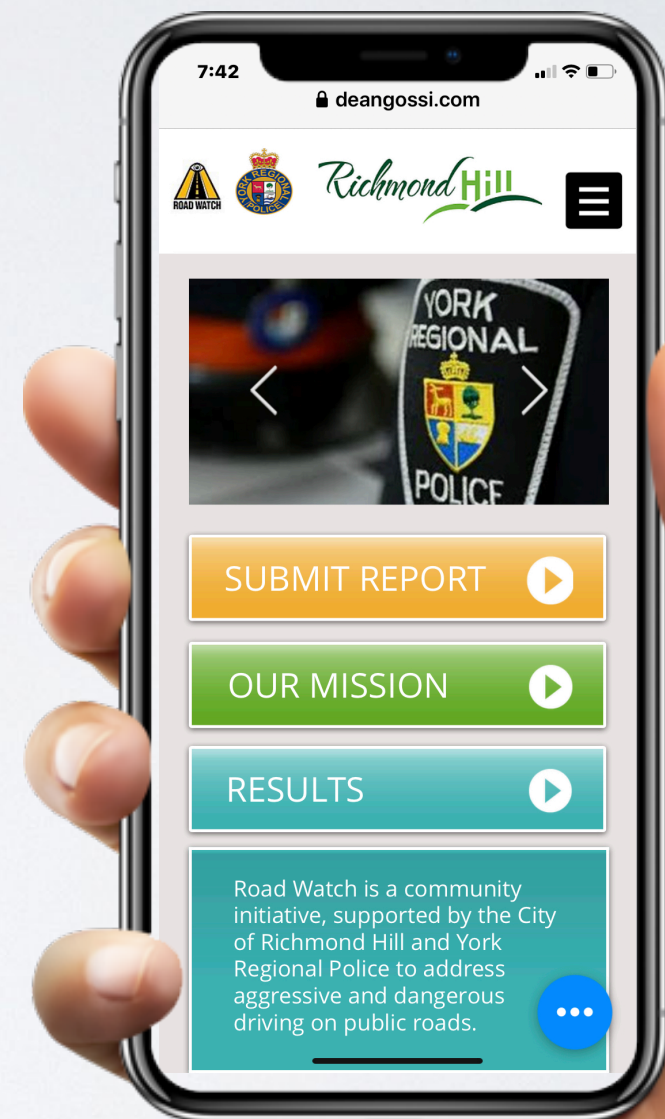
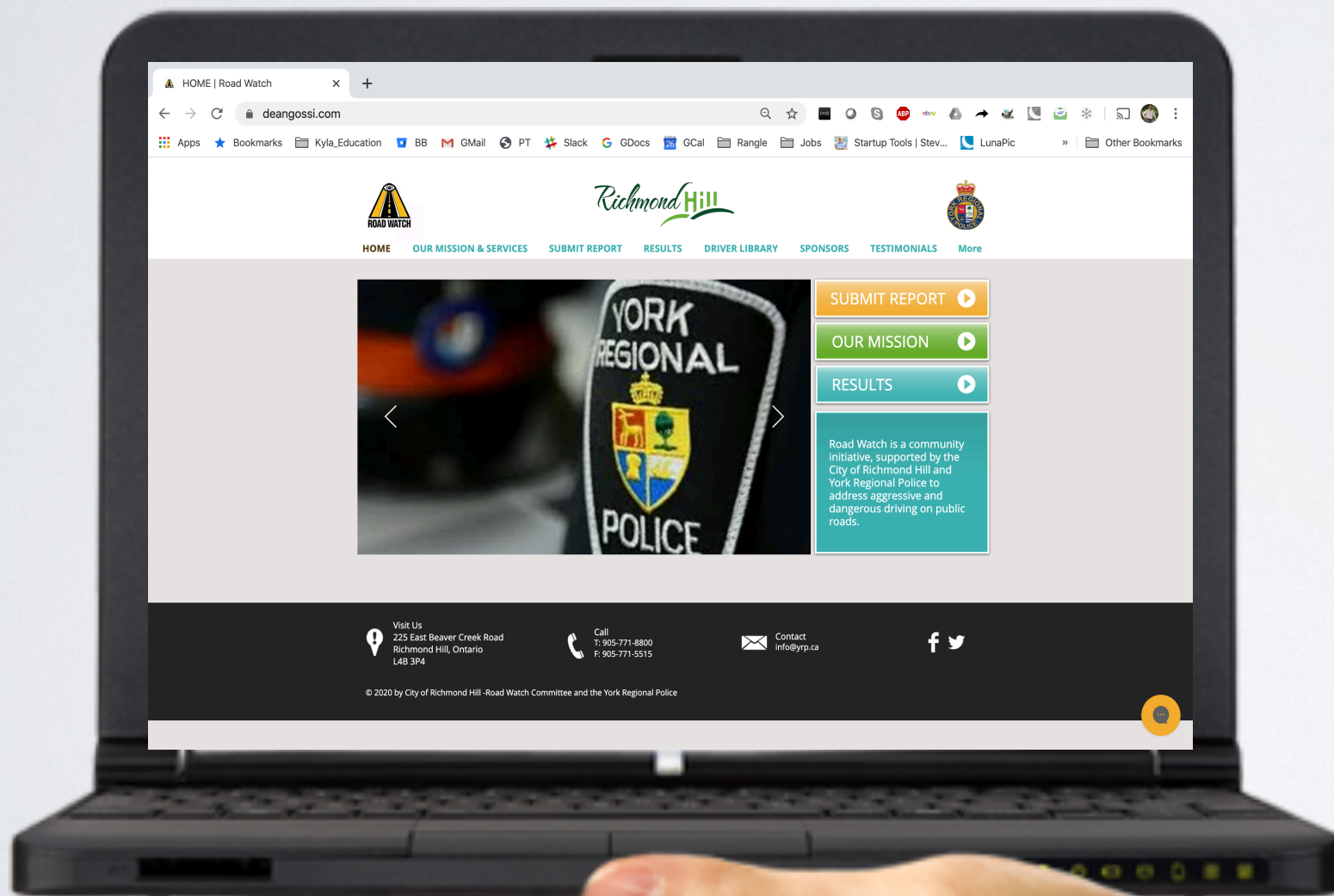


ROAD WATCH APP STRATEGY & FUNDING

OCTOBER 28, 2020 CITY OF RICHMOND HILL - COUNCIL MEETING



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HISTORY OF ROAD WATCH

- **1993** - 8 Youths die in horrific traffic accident termed “Caledon 8/Mother’s Day incident”.
- In response, Caledon Mayor (Carol Seglins) started the committee S.A.F.E. (Stop Accident Fatalities Everywhere).



- **1995** - ROAD WATCH Canada Inc. emerged from S.A.F.E. led by Caledon Councillor Marion Morrison.
- ROAD WATCH educational materials, marketing assets, signs and website were launched.
- The program was operated by volunteers who believed ROAD WATCH was an effective tool in reducing erratic driving behaviours.
- **2007** - Height of ROAD WATCH initiative, was licensed and operating in over 40 communities in Ontario.

ROAD WATCH OPERATION & CURRENT STATE

- Resident Canada Inc, Committee and Police Program are mutually independent, in other words each can exist & operate without the other in the Ontario.

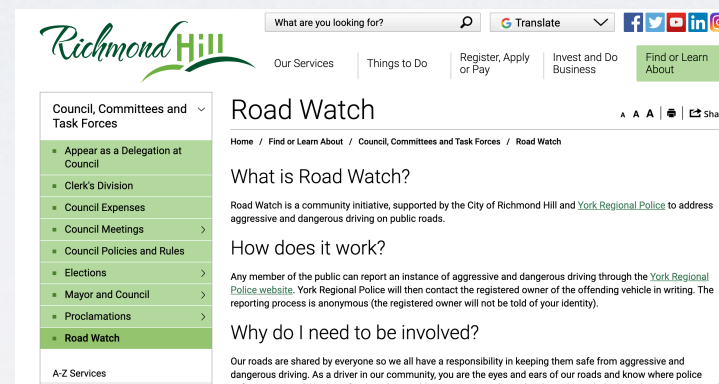
ROAD WATCH CANADA INC.



DEFUNCT

- Groups of ROAD WATCH
- Provide training and guidance to municipalities regarding all things ROAD WATCH.

ROAD WATCH RESIDENT RUN COMMITTEES



- Committees authorized by council & staffed by resident volunteers.
- Committee's mandated to promote road safety, raise road safety awareness, and engage community via City sponsored events.
- Allows residents to become the face of the Roadwatch
- Selection of Road Watch sign placement.
- Review driving incidents reports with YRP Reps.
- Selection of Road Watch sign placement.

REGIONAL POLICE INCIDENT SUBMISSION

A screenshot of the York Regional Police Road Watch incident submission form. The form is titled 'Road Watch' and includes a 'Continue' button at the bottom. It contains fields for 'First Name', 'Last Name', 'Country', 'Home Address (Please Type the address if it is not listed)', 'City', 'Province', 'Postal Code', 'Home Phone', 'Mobile Phone', 'Email', 'Confirm Email', 'Business Phone', 'Gender', and 'Date Of Birth'. There are also checkboxes for 'Incident', 'Vehicle', 'Narrative', 'Review', and 'Finish'.

- Telephone/Paper/web based methods to submit a report to regional Police.
- Reports are reviewed/validated, registered vehicle owner sent a letter detailing the alleged infraction and encouraging safer driving.
- Subsequent incident yield a follow- up letter, tertiary incident yields police visit & potential charges.

STAKEHOLDER PAIN POINTS

- **ROAD WATCH Resident Committees:** Trouble recruiting and maintaining volunteers, difficulty with messaging endurance outside of promotional events, no on-line support or presence.
- **Residents:** Lack of awareness of campaign, no central repository to obtain information or contacts, limited memory of interactions with ROAD WATCH at City events.
- **Municipal Councils:** Limited budget/resources, lost time/money handling traffic complaints/call, need to improve road safety, require data to align initiatives with strategic priorities, and community engagement.
- **Municipal Staff:** Constrained resourcing, have higher priority items to work on, make data driven decisions when performing functions.
- **Regional Police:** Need to improve road safety, promote citizen reporting, community engagement and proactively reduced road related incidents.
- **MTO:** Promote road safety in the Province, support grass roots initiatives surrounding driving safety, promote initiative to extend and proliferate road safety.

ROAD WATCH'S PROGRAM MISSION

- ROAD WATCH concept empowers citizens to get involved in their community by reporting aggressive & unsafe driving behaviours.
- Improve road safety, reduce aggressive and unsafe driving
- Educating and encouraging members of the community to take responsibility for their attitudes and behaviours behind the wheel.
- **NEW!** - Provide residents with a 24/7/365 modernized portal where they can obtain all ROAD WATCH services.

ROAD WATCH APP VISION, GOALS & OBJECTIVES

Vision: To modernize and proliferate the Roadwatch initiative by having all driver aged residents utilize the Roadwatch program as their primary source for driver safety information and driver incident submission to their local Police dept.

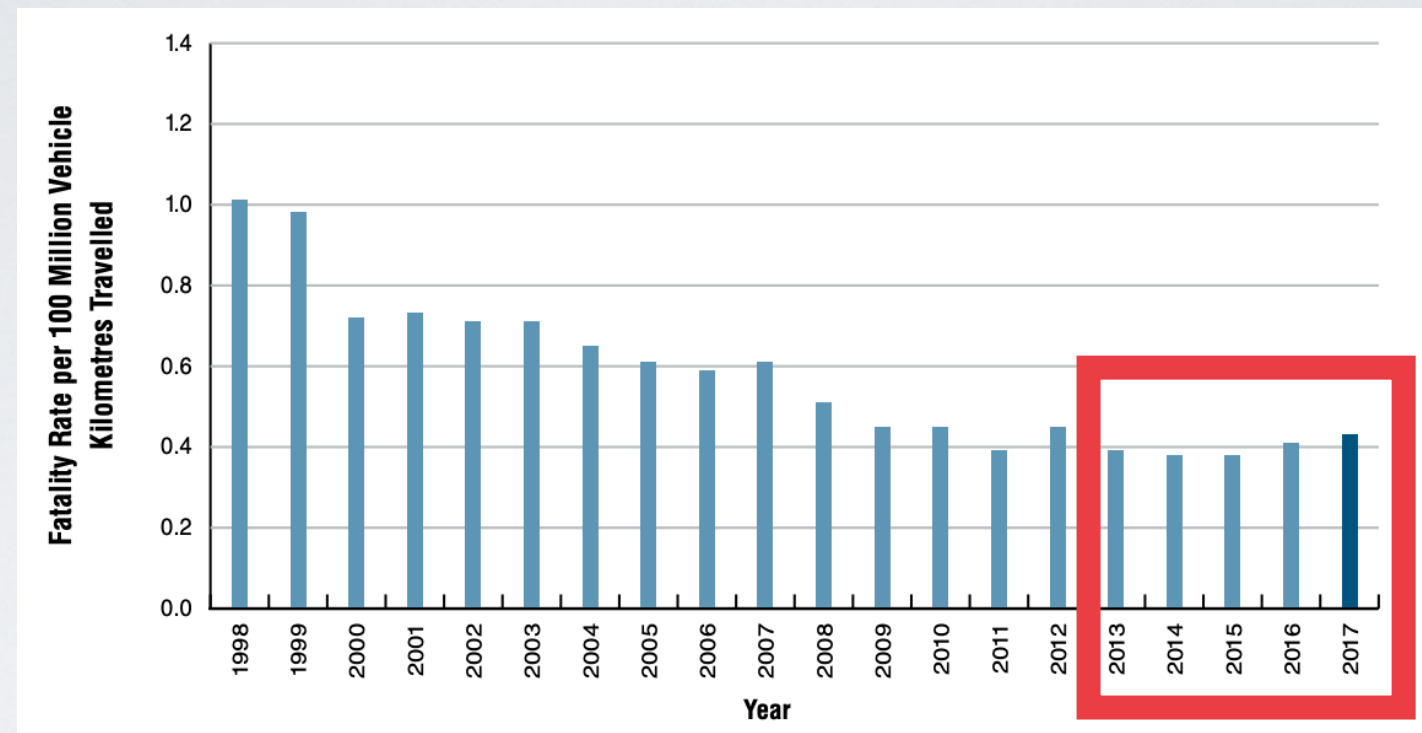
Goals:

- Extend the outreach of Roadwatch to the broader community via 24/7/365 presence.
- Increase the visibility, interaction and usage of Road-watch via Web stite & Mobile App.
- Fulfill specific stakeholder pain points/requirements via Roadwatch website/mobile app.

Objectives:

- Obtain funding & in-kind resources for development of Roadwatch Website/Mobile Application.
- Have Council sponsor and champion Roadwatch Website/Mobile App amongst stakeholders
- Obtain YRP executive support for the Roadwatch initiative and Website/Mobile App
- Obtain grant funding from the MTO via the RSCPP for the Roadwatch Website/Mobile App.

IS THERE A NEED FOR ROAD WATCH APP?



- Ontario vehicle incidents have been slowing, however the numbers are still considered high.
- After ROAD WATCH'S decline, Fatalities/100M Km flattened and in recent years are increasing, not causal but at a minimum loosely correlated.
- **We NEED to kickstart our ROAD WATCH initiative to contribute to real road safety improvement**

Source Story:

- <http://www.mto.gov.on.ca/english/publications/ontario-road-safety-annual-report.shtml>

IS THERE A NEED FOR ROAD WATCH APP?



- The mobile unit sales has recently surpassed desktop/laptop sales.
- Mobile usage continues to surge, and is clearing the #1 method residents use to access on-line information.
- **People NEED an on-line solution for their mobile devices.**

- City Council/YRP/MTO can fulfill their strategic objectives (budget, outreach, engagements, KPI's, etc) by supporting the ROAD WATCH App.
- City Council/YRP can take a leadership (best in class) position province wide in the implementation & propagation of the first ROAD WATCH website/mobile app.
- Residents/ROAD WATCH initiative will have enduring light hearted engagement experience to residents, ability to curb attrition via laborious tasks.
- **Stakeholders NEED their pain points addressed, the ROAD WATCH will help deliver a solution**

Source Story:

- <http://www.mto.gov.on.ca/english/publications/ontario-road-safety-annual-report.shtml>
- <https://www.bluecorona.com/blog/mobile-marketing-statistics/>

WHAT WILL WE BUILD?

EXAMPLE PRODUCT/FEATURE ROADMAP

- Small steps, small release, small investment, de-risk, progress gradually, **repeat...**



- **Release 1 (Minimally Viable Product):** Mobile/Web App, Driver Incident Submission, Road Watch program details.

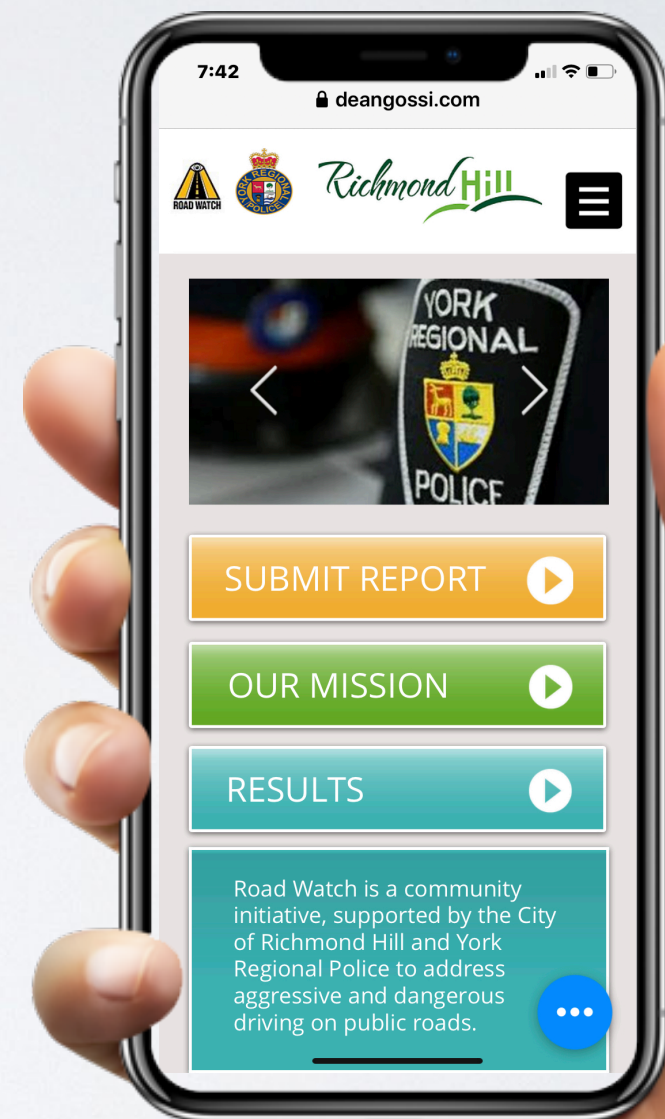
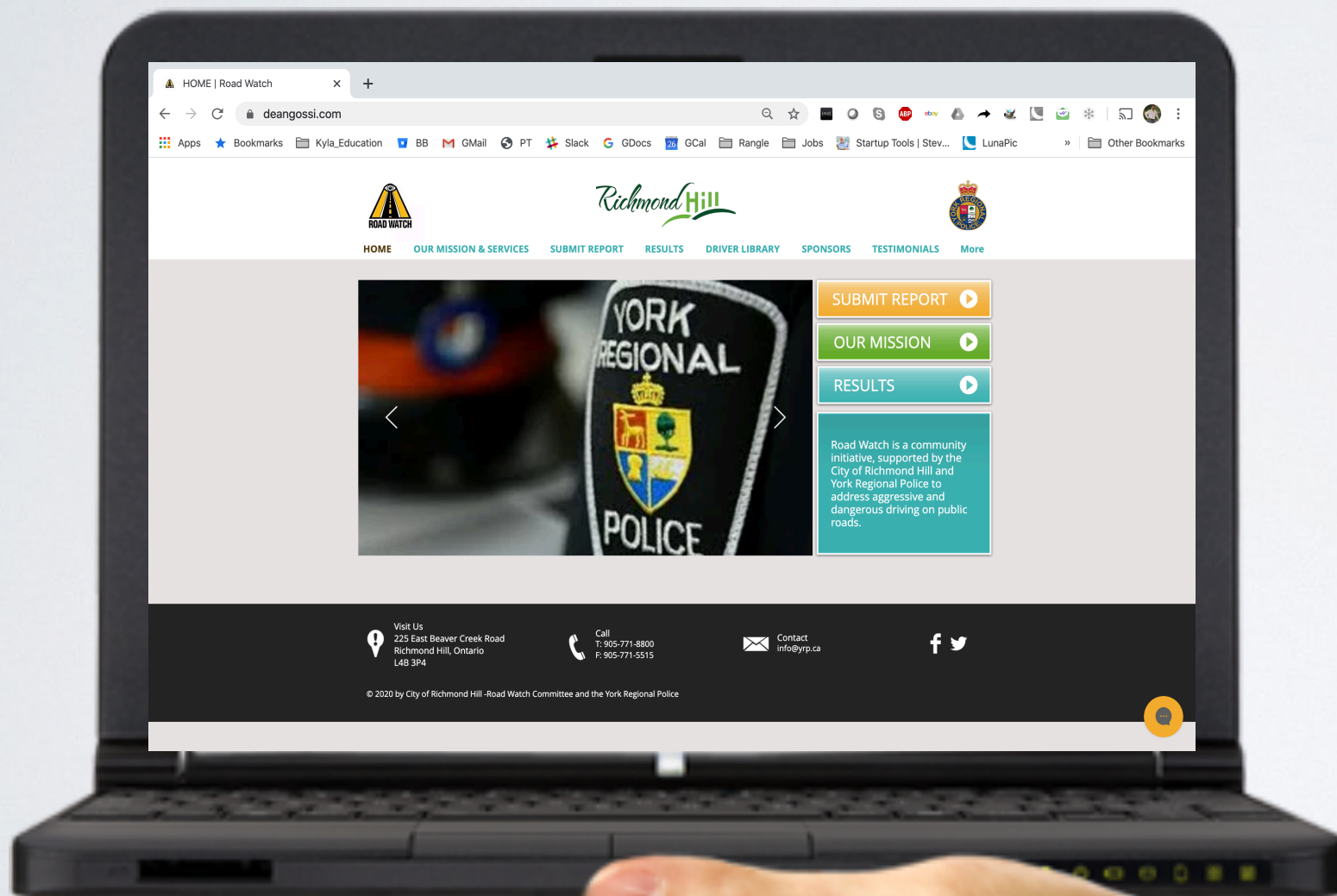
Future Projects are currently undefined, we will determine the correct feature set via KPI's/Feedback and engaging all stakeholders for comments.

Future release may look as follows:

- **Future Release 2:** EXPAND TO YORK REGION + ADD (Incident maps, Sponsors & Testimonials)
- **Future Release 3:** EXPAND TO OTHER REGIONS + ADD (Chat & Drivers Library)
- **Future Release 4:** Administration Console.
- **Long Term Plan:** Localization, Advanced Analytics, Monetization/Self Funded, Standardization and Proliferation to other Cities/Towns/Municipalities and Regional Police Depts.

HIGH FIDELITY MOBILE APP (CONCEPT) DEMO

Please visit <http://deangossi.com>
via your mobile device, tablet, laptop or computer.



FINANCIALS

App Expenses (Phase 1)		Recurring	Project Expenses	Total
Hosting & Subscriptions				
	Hosting \$60/month	\$720.00		\$720.00
	Image licensing		\$500.00	\$500.00
	Animation subscription	\$960.00		\$960.00
	Google maps subscription (\$30/1000 requests)	\$720.00		\$720.00
	Intellectual property			
	RoadWatch domain name transfer*		\$825.00	\$825.00
	Domain name transfer*		\$100.00	\$100.00
	Roadwatch Trademark registration/transfer*		\$100.00	\$100.00
	* assume usage RH legal department			
Product Development				
	Development		\$17,000.00	\$17,000.00
	Quality Assurance		\$4,000.00	\$4,000.00
	App submission fees (App/Play stores)		\$400.00	\$400.00
Marketing Launch campaign				
	Video production		\$3,400	\$3,400
	Youtube (CPV average \$0.20 x 300 view/day for 90 days)		\$5,400.00	\$5,400.00
	Facebook (CPM (1000 views) is \$3. 1000 views/day for 1 year))		\$1,200.00	\$1,200.00
	Launch Event		\$1,675.00	\$1,675.00
App Administration				0
	-licences and computing	\$300.00	\$700.00	\$1,000.00
	-Miscellaneous	\$2,000.00		\$2,000.00
Total Budget		\$4,700.00	\$35,300.00	\$40,000.00

- MTO Grant submitted for \$15,000. Awaiting decision...
- Requesting \$25,000 from the City of Richmond Hill.

WHAT DO WE GET FOR OUR INVESTMENT?

- The opportunity to increase RESIDENT ENGAGEMENT in road safety and reporting.
- Ability to promote RESIDENT INVOLVEMENT in safe driving & roads.
- Launch RICHMOND HILL'S FIRST FUNCTIONAL mobile application.
- REDUCE RESOURCES required to handle/manage resident inquiries via modernized tooling.
- An opportunity to BECOME THE LEADER in Road safety Ontario/Canada-wide via championing and promoting our cutting edge tooling and processes.
- Align City/YRP activities with their published strategic initiatives to provide HIGH VALUE SOLUTIONS to residents.
- Obtain vital information needed to drive City/YRP's DATA DRIVEN DECISION PROCESSES.
- Tear down bias and disdain towards City/YRP by offering a RESIDENT LED solution that makes a difference.
- Provide commercial value that drives business involvement in the initiative, ultimately leading to a SELF FUNDED ROAD WATCH initiative

WHAT WE NEED FROM COUNCIL?

- Approval of the ROAD WATCH App funding.
- Champion the App amongst your peers/departments/community.
- Help by providing in-kind services by City staff.
- Help liaise with the YRP brass regarding marketing, incident submission and branding (if necessary).
- Approve ROAD WATCH committee Credit Card required for reoccurring payments associated with the App.
- Bring the ROAD WATCH App to Regional Council for presentation and positioning for 2021 expansion within York Region.

QUESTION & ANSWER SESSION

