



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT
Transportation Planning and Parking

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	December 2, 2019
SUBJECT/REPORT NO:	Delegation of Authority to Staff for Entering Data Exchange Agreement with Geotab Inc. (PED19228) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Omar Shams (905) 546-2424 Ext. 7474
SUBMITTED BY:	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- (a) That Geotab Inc.’s request to share data with the City on the terms outlined in Appendix “A” to Report PED19228, including the rights, responsibilities, obligations and covenants under the Agreement, which has been reviewed and approved by the City Solicitor or their designate, be approved; and,
- (b) That the General Manager of Planning and Economic Development Department, or his delegate, be authorized and directed, on behalf of the City, to negotiate, enter into and execute, any required agreement(s) and ancillary documents required to enter into a data exchange agreement with Geotab Inc., in a form satisfactory to the City Solicitor.

EXECUTIVE SUMMARY

The City of Hamilton has initiated the review and update of the City-wide Truck Route Master Plan Study (the study). The study has implications for economic prosperity, environmental and community well-being, as well as, traffic management, short and long-term transportation planning, and infrastructure asset management. A data driven decision approach is valuable to the study and the development of related policies. Therefore, the City of Hamilton has the opportunity to collaborate with Geotab Inc. (Geotab) and utilize available telemetric truck data.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: Delegation of Authority to Staff for Entering Data Exchange Agreement with Geotab Inc. (PED19228) (City Wide) - Page 2 of 5

Geotab is a leading provider of telematics services and has a significant repository of aggregated, de-identified data pertaining to traffic patterns and truck movement. Geotab is exploring the possibility of developing a transportation application (App) utilizing Geotab Data and City of Hamilton traffic data. The key objective of the App will be to assist municipal staff to assess the effects of different policy decisions including truck route alteration or removal, corridor signal coordination, infrastructure planning, and asset management.

Some key metrics that will be measured include, but are not limited to, route choice, truck trip origin and destination, unnecessary circulation of roadways searching for loading zones, idling/dwelling patterns, multiple deliveries/stops, vehicular traffic delay, corridor average speeds, and many others. These metrics will be refined through discussions and a series of design thinking workshops conducted with City staff and Geotab project team to understand the best uses that add the most value to the City.

Alternatives for Consideration – Page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: In consultation with the City of Hamilton Legal Services, approval of this Report is required to enter into any agreement with Geotab. Based on their review of the Agreement, no concerns were raised.

HISTORICAL BACKGROUND

In 2010, a City-wide Truck Route Study was approved by Council. This study amalgamated the truck routes system from the former municipalities and focused routes primarily to the arterial road network. A review and update of the study was initiated in 2019. The primary objectives of this review are to:

- (a) Develop a truck route network that can support the current and future needs of local and regional goods movement without adversely impacting the health of greater community and environment; and,
- (b) Develop a safe, reliable, economically efficient, and environmentally sustainable goods movement network that provides a direct connection between goods generating land uses, the major multi-modal transportation system and inter-modal terminals.

SUBJECT: Delegation of Authority to Staff for Entering Data Exchange Agreement with Geotab Inc. (PED19228) (City Wide) - Page 3 of 5

Obtaining rich and dynamic truck traffic data to incorporate into decision making and policy development process is valuable to the study process.

Geotab is a telematics service provider for trucking companies, which has a repository of aggregated, de-identified truck data. In collaboration with the City of Hamilton, they are exploring the development of an App, which would be in the beta testing phase. City staff can access the Geotab aggregated and de-identified data to incorporate into the study process.

The initiative will be conducted in five phases:

- (a) Understanding the Data: Geotab will analyse its aggregated data to uncover insights on vehicles that use the Geotab telematics devices that travel on Hamilton road network;
- (b) Analysis: Identify correlations between Hamilton traffic data and Geotab's aggregated data to establish confidence levels on the datasets provided by Geotab;
- (c) Application Prototyping: This will connect with and query a database containing Geotab aggregated data that only contains data related to the project;
- (d) Beta Testing: City staff will test the application for a period-of-time to be determined through the study; and,
- (e) Evaluation: Identify lessons learned and success of the testing to market potential benefit of such a solution including the reduction/deferral of capital investment and other community benefits etc.

The key objective of the App will be to assist the staff of, Planning and Economic Development Transportation Planning, and Public Works Transportation Operations and Maintenance (TOM), to assess the effects of different policy decisions including truck route alteration or removal, corridor signal coordination, and infrastructure planning.

The City of Hamilton's de-identified traffic data will be utilized for validation of aggregated data to establish confidence levels on the dataset provided. Upon successful completion of beta testing of the App, Geotab may work to articulate the potential benefits and business case to develop the App for commercial release.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The policies and regulations governing the confidentiality of information that will be shared and agreed to comply with the Federal (Personal Information Protection and

SUBJECT: Delegation of Authority to Staff for Entering Data Exchange Agreement with Geotab Inc. (PED19228) (City Wide) - Page 4 of 5

Electronic Documents Act), Provincial, and Municipal (Municipal Freedom of Information and Protection of Privacy and the Personal Health Information Protection Act) laws and regulations.

RELEVANT CONSULTATION

TOM has been consulted and are supportive of this initiative. In addition, the City of Hamilton Legal Services were engaged on the legal agreement aspects of this initiative.

ANALYSIS AND RATIONALE FOR RECOMMENDATION(S)

In the City of Hamilton, virtually everything in the supply chain process reaches to the end consumers by trucks. Trucking activity contributes to the economic prosperity of the City, and facilitates first and last mile movement of goods. However, this activity can also have negative impacts to the community through road safety, noise concerns, and air quality impacts. Staff recommends, in this Report, in order, to facilitate policies and the decision-making process in relation with the study are supported by as many cost-effective applicable data sources as possible.

The data will enrich the study and assist with optimizing the use of existing infrastructure, mitigate bottlenecks and minimize the adverse social, environmental and health impacts of trucking activity that support goods movement. Accordingly, there is value in supplementing available in-house traffic data with more dynamic truck traffic data to inform the decision making process.

ALTERNATIVES FOR CONSIDERATION

The Committee could choose not to enter into a data share agreement. This is not recommended as it would not provide the study with additional information that would inform the decision-making process and rely on historical data sets that may not capture some locations within the City.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Healthy and Safe Communities

Hamilton is a safe and supportive City where people are active, healthy, and have a high quality of life.

Clean and Green

SUBJECT: Delegation of Authority to Staff for Entering Data Exchange Agreement with Geotab Inc. (PED19228) (City Wide) - Page 5 of 5

Hamilton is environmentally sustainable with a healthy balance of natural and urban spaces.

Built Environment and Infrastructure

Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to Report PED19228 – Terms of Data Exchange Agreement

OS:cr