Minute No. 34
Report – Standing Policy Committee on Infrastructure Renewal and Public Works – November 7, 2016

Item No. 4 **Google Inc. – Connected Citizens Program for the Implementation of the Transportation Management Centre (TMC), Materials Management Reference No. 815-2016**

COUNCIL DECISION:

Council concurred in the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works and adopted the following:

1. That the City enter into, execute and deliver an agreement with Google Inc. for its Connected Citizens Program.

2. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the agreement with Google Inc. in regards to its Connected Citizens Program, in accordance with the terms and conditions set forth herein and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

3. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of all future similar agreements with Google Inc. or other organizations engaged for traffic data exchange projects in accordance with terms and conditions similar to those set forth herein and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

4. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Standing Policy Committee on Infrastructure Renewal and Public Works – November 7, 2016

DECISION MAKING HISTORY:

Moved by Councillor Morantz,

That the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On November 9, 2016, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On November 7, 2016, the Standing Policy Committee on Infrastructure Renewal and Public Works concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

Title: Google Inc.- Connected Citizens Program- for the Implementation of the Transportation Management Centre (TMC), Materials Management Reference No. 815-2016

Critical Path: Standing Policy Committee on Infrastructure Renewal and Public Works – Executive Policy Committee - Council

AUTHORIZATION

Author	Department Head	CFO	CAO
L. Escobar, P. Eng., PTOE	L.P. Deane, P. Eng.	n/a	D. McNeil

EXECUTIVE SUMMARY

The Google Inc. Connected Citizens Program (CCP) is a free, two-way traffic data exchange program that will provide the City with reliable information shared by road users to help increase the efficiency of incidents response, reduce traffic congestion and support in data-driven infrastructure decisions.

The City will share with Google Inc. traffic related information (i.e. incidents, closures, hazards, congestion) gathered by the City through sources like 311, Lane Closures System, City Crews and Transportation Management Centre Operators. By entering into this agreement, the City would be granting to Google Inc. a non-exclusive, royalty-free, non-sublicenseable and non-transferable license to use the traffic data provided by the City. The agreement's initial term is 1 year and will be automatically renewed for successive 12-month Renewal Terms. Either party may terminate the agreement without cause on sixty (60) days written notice.

The participation in CCP, in conjunction with promotion of the Waze navigation app to Winnipeg's road users, has been identified as a major part in the development of the Transportation Management Centre.

RECOMMENDATIONS

1. That the City enter into, execute and deliver an agreement with Google Inc. for its Connected Citizens Program.

2. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the agreement with Google Inc. in regards to its Connected Citizens Program, in accordance with the terms and conditions set forth herein and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

3. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of all future similar agreements with Google Inc. or other organizations engaged for traffic data exchange projects in accordance with terms and conditions similar to those set forth herein and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

4. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

Council approval is requested for the City to enter into the agreement with Google Inc.

IMPLICATIONS OF THE RECOMMENDATIONS

There are no financial implications of this recommendation. The work to facilitate information exchange between the City and Google Inc. will be part of the Transportation Management Centre project.

HISTORY / DISCUSSION

Waze is Google’s GPS-based geographical navigation application program for smartphones and tablets with GPS support and display screens which provides turn-by-turn information and user-submitted travel times and route details, downloading location-dependent information over mobile networks.

Waze is the world's largest free community-based traffic and navigation app. As of January 2012, the app had been downloaded 12 million times worldwide. In July 2012 Waze announced that it had reached 20 million users, half of them recruited in the previous six months. As of June, 2013, according to Yahoo!, there were nearly 50 million Waze users.

Waze differs from traditional GPS navigation software in that it is community-driven: gathering complementary map data and traffic information from its users. Like other GPS software, it learns from users' driving times to provide routing and real-time traffic updates. It is free to download and use. People can report accidents, traffic jams, speed and lane closures. By

connecting drivers to one another, Waze helps people create local driving communities that work together to improve the quality of everyone's daily driving.

In October 2014, Google Inc. launched its Connected Citizens Program (CCP). The CCP is a free, two-way data exchange empowering municipal decisions to achieve concrete community impact. Launched with 10 city partners, the program has expanded to more than 100 partners including city, state and country government agencies, nonprofits and first responders.

The following are CCP's expected benefits:

- Situational Awareness - Partners receive real-time incident information faster than other reporting methods and accurately pinpoints where incidents occur, creating faster response and clearing times and potentially saving lives.

- Two-Way Driver Communication - Partners leverage Waze as a two-way communication channel: Partners use Waze to inform drivers of major traffic events and drivers communicate back real-time road insights through the app.

- Infrastructure Planning - Insights into locations with frequent congestion or hazards yields smarter urban planning.

- Bridging Connections with Other Partners - Google Inc. gathers partners via in-person summits and an online forum to discuss case studies and exchange ideas to further impact communities globally.

- Streamlining Data Inputs - Partners can utilize data standards designed by Google Inc. for closure and incident reporting to reduce data fragmentation and promote transport and government data aggregation.

The agreement is being undertaken with consideration to the organization's Open Data Initiative and will not impact the Open Data Initiative in any way. The data being created as part of the TMC development will serve to aid the Open Data Initiative and will be considered through the initiative process.

FINANCIAL IMPACT

Financial Impact Statement **Date:** September 21, 2016

Project Name:

Google Inc. - Connected Citizens Program- for the Implementation of the Transportation Management Centre (TMC), Materials Management Reference No. 815-2016

COMMENTS:

There is no financial impact associated with the recommendation of this report.

"Original signed by J. Ruby, CPA, CA"
J. Ruby, CPA, CA
Manager of Finance & Administration

CONSULTATION

In preparing this Report there was consultation with:
Legal Services Department, (as to legal issues)
Materials Management Division
Corporate Finance Department
Corporate Support Services

OURWINNIPEG POLICY ALIGNMENT

N/A

SUBMITTED BY

Department: Public Works
Division: Transportation
Prepared by: Michael Cantor, P.Eng., PTOE
Date: August 26, 2016