



StreetwatchTO — PDF Explainer

Prepared for consideration as a proposed pilot initiative (microsite companion).

Summary

StreetwatchTO is a lightweight, pilot-ready approach for verified reporting of street signs and related right-of-way assets. It focuses on fewer, higher-quality reports: photo evidence, GPS location precision, standardized categories, and verification to reduce duplicates.

Benefits to the City (what the pilot is designed to prove)

- Faster triage: fewer clarifying emails and fewer repeat site visits.
- Better prioritization: consistent categories and clear location context.
- Cost avoidance: earlier detection can prevent escalation to emergency repairs.
- Public confidence: visible, timely fixes improve trust in service delivery.

ROI / Value (to validate during pilot)

Illustrative cost-avoidance ROI (mid-range): 4:1–6:1, to be validated during the pilot based on severity mix, response time, and the share of issues that would otherwise escalate.

How it works (4 steps)

1. Patrol

Planned routes within a defined pilot area.

2. Capture

Photo + GPS location + timestamp + category.

3. Verify

QA checks (duplicates, clarity, completeness, scope).

4. Submit & track

Forward through the City's preferred intake channel; summarize weekly.

Pilot at a glance

Duration: 8–12 months • Coverage: to be determined by the City of Toronto • Deliverables: weekly digest + close-out summary • What's needed: one point of contact and an agreed intake channel.

Governance, scope, and measurement

Controls that help staff adopt a pilot safely and quickly.

Privacy & data handling (plain language)

Collect: asset photo, approximate GPS location, timestamp, category, and brief notes.

Avoid: faces, private interiors, and unnecessary personal details (minimize by design).

Retention: keep only what's needed for verification and reporting; purge on a defined schedule.

Sharing: forward only through the City's preferred intake channel and in standardized format.

Safety & boundaries

Observe & report only. No enforcement, no confrontation.

Scope: public right-of-way assets (street signs and related components).

Out of scope: private-property disputes, personal complaints, or anything requiring immediate emergency response.

QA rules (examples)

Photo standards: include a clear close-up and a context shot where possible.

Duplicate filtering: suppress repeats within a defined radius/time window.

Completeness: required fields before forwarding (category, location, photo).

Measurement plan (signals the pilot can capture quickly)

Outputs: verified issues/week, hotspot summaries, weekly digest.

KPIs: time-to-forward, duplication removed, severity mix, and an early resolution signal based on staff feedback.