

## CASE STUDY : Toronto Financial District

The **Toronto Financial District Business Improvement Area (FDBIA)** was formed in 2011 to represent a 15-block district including Union Station, the PATH underground walkway and Canada's five major banks and most prominent firms.

With a mandate to promote economic development in the area, the FDBIA's initiatives include implementing a comprehensive public realm strategy for the Financial District, undertaking annual public realm improvements and advocating for the needs of Financial District members.

### CHALLENGE

In 2013, the FDBIA developed a public realm strategy to improve the public experience in the district. One issue identified in the strategy was the need to improve maintenance of public realm assets.

The FDBIA realised the need to leverage best-practice technology to make the asset management and reporting system as efficient as possible.

They decided to implement a system to integrate mapping, management and tracking of the asset inventory, enabling the FDBIA to track ongoing issues and enhance their ability to advocate for public realm needs.

### SOLUTION

Street inspectors surveyed over 3,500 assets in order to assign a unique identifier code and record and map the exact GPS location using the GeoPal mobile app.

The asset data collected on the mobile app was transferred into an asset registry on GeoPal's cloud-based management system, from which requests for maintenance work are automatically transmitted to relevant contract agencies and monitored in real-time for compliance with agreed resolution times.

Using GeoPal's API integration solution, issues are reported in real-time to the City's 311 department for municipal services, and FDBIA receives an automatic ticket response for tracking resolution progress.

The online management system also enables detailed customizable reporting on a street-by-street or asset type level, to ensure that agreed standards for resolution times are being achieved and to prove the value of the BIA's services to Toronto Financial District stakeholders.



## BENEFITS

### Real-Time Compliance Monitoring for Improved Efficiency

Real-time monitoring of asset status and assigned maintenance work facilitates accurate tracking of compliance with agreed standards for resolution times, particularly in relation to work outsourced to 3<sup>rd</sup> party agencies or 311 systems for municipal services.

### Planning Tool for Future Improvements

The GeoPal asset management system clearly displays the geographical location and real-time status of public realm assets on a map of the Business Improvement Area. By leveraging mobile and cloud technology, the asset management system enables staff to visualize all public realm assets, along with information on asset quality, City Standard type and history of maintenance requests to enable more informed planning for future improvements.

### Proving Value with Detailed, Customized, Automatic Reporting

Customizable reports enable automatic reporting for providing feedback to agencies and municipal departments, reducing time needed for administration and collation of paper reports. Detailed reports with photos, times, and locations, as well as information regarding maintenance issues resolved, provide proof of the value created by Business Improvement Areas and Downtown associations for stakeholders.



*We needed to do more than simply ensure the issues are resolved – we needed to be able to hold agencies accountable to the standards outlined by City by-laws, and to provide feedback if standards were not met or if expectations were exceeded.*

**Grant Humes, Executive Director,  
Toronto Financial District BIA**

*We wanted to leverage technology to create a system to make the process as efficient as possible. Each asset is assigned a unique identifier (coded with street name and asset type), which allows us to sort the 3,500 public realm assets based on type and location. This enables us to use the database for planning purposes in addition to monitoring maintenance.*

**Grant Humes, Executive Director,  
Toronto Financial District BIA**

*GeoPal doesn't require a lot of staff time to use and the customizable reports allow us to highlight accomplishments which are important to our members.*

**Grant Humes, Executive Director,  
Toronto Financial District BIA**

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