



Smart Mobility Readiness Forum

Innovation through Collaboration

February 4, 2021

Working with Visual Defence

- A Richmond Hill Business
- An innovative idea
- An opportunity to partner
- An opportunity to demonstrate results

The Results

- October 2019 to January 2021
- Visual Defence's technology picked up 687 local potholes from one vehicle
- Majority of potholes found by Rover were otherwise unreported potholes
- Staff providing feedback to contribute to the development of the technology

Immediate Benefit

- Significant number potholes identified
- Opportunity to share data with upper tier
- Opportunity to identify road defects that are smaller than what was identified visually
- Contribute to culture of innovation
- Support local business development

Building a Culture of Innovation

- All organizations need to solve problems to survive
- Corporate Innovation Strategy can be useful
- Creating an environment where it is safe to “fail fast” and new ideas are encouraged.
- Senior management direction and buy-in is critical

Challenges

- Fear of change - “This is how we’ve always done it” thinking
- Fear of non-traditional solutions
- Lack of a fail fast approach
- Breaking down silos
- Public sector rules and regulations

Opportunities

- Use plain language to describe initiatives
- Demonstrate the benefit
- Consider corporate wide model to support innovation and streamline process
- Challenge status quo - Ask “why not?”
- Bridge ideas with implementation

Thank you for your attention

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