

Tow Warn

the friendly SMS clearway reminder platform

Andrew Simmons 2018

Scenario: Charlotte leaves vehicle in clearway

- ▶ Charlotte drives into town for an early morning coffee with her friends
- ▶ She checks the clearway signs and sees that it is not due to start for at least another 20 minutes



Scenario: Oliver notices vehicle in clearway

- ▶ Oliver notices Charlotte's car is still in the clearway with only 5 minutes left to go
- ▶ He is worried that Charlotte will become upset if her vehicle is towed, so decides not to report it



213A Mona Vale Rd, St. Ives NSW. Street view courtesy Google ©2017

Scenario: Tow truck called

- ▶ Council informs Traffic Management Centre who decide Charlotte's car needs to be towed
- ▶ Charlotte initially panics and becomes angry that no-one tried to tell her sooner



Photograph of council officer fining vehicle in clearway outside Deakin University 2018



[Redacted name]

23 September



Does anyone know that when your vehicle gets towed away if you have parked in the wrong place such as Clearway, then where the [Redacted] do you pick it up from when you pay the fine?? Sydney people



3 Comments

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Our Proposal

1

Crowd-source **digital reports of clearway violations**

2

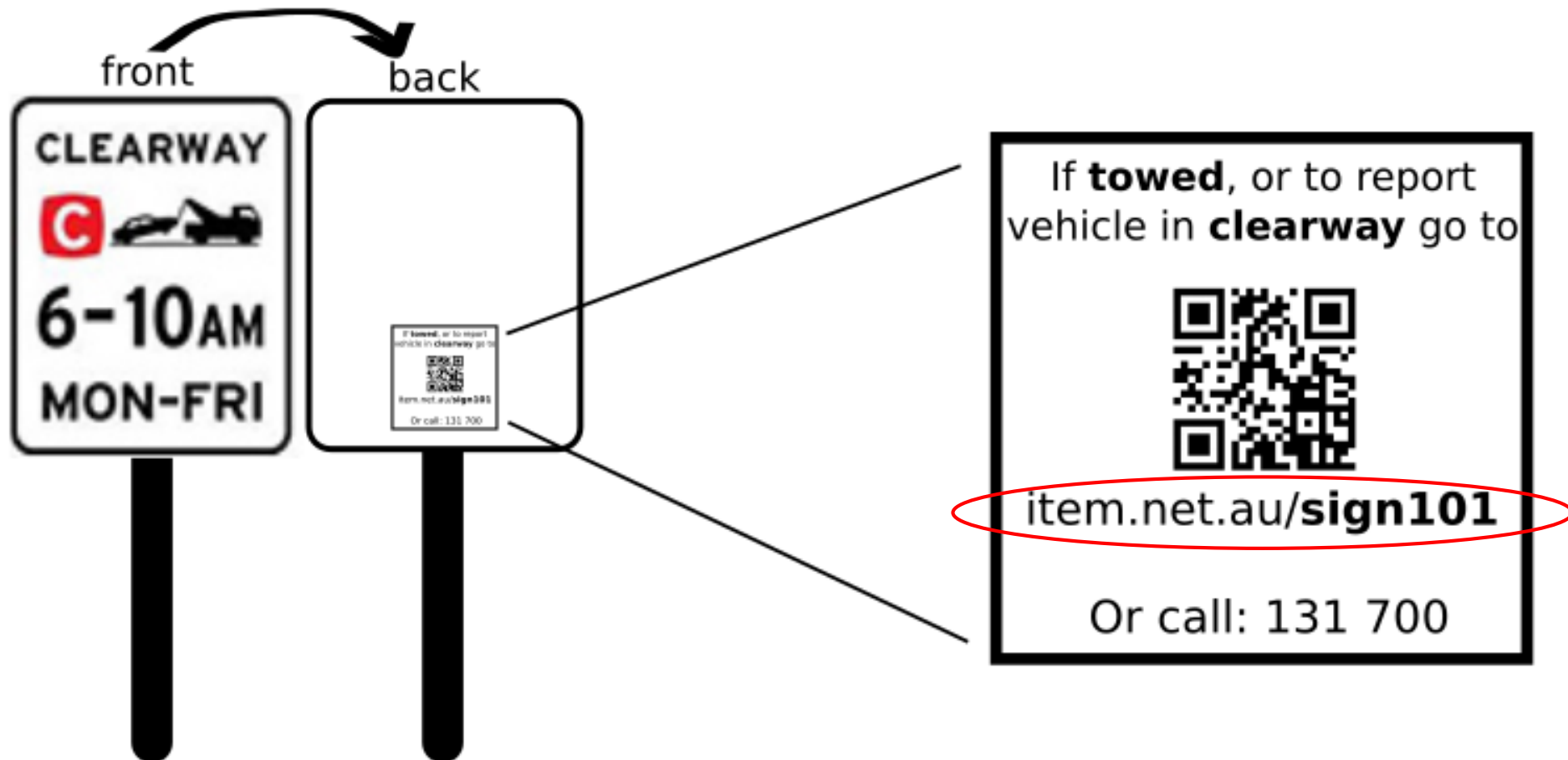
Send a **friendly SMS reminder** to drivers parked in a clearway during or just before clearway operating hours so they can move the vehicle themselves

3

Raise awareness of through stickers placed on clearway signs with QR code to immediately report vehicles and check recent tows from the area

Our solution

- ▶ Oliver scans the sticker on the back of the clearway sign or manually enters the URL



Our solution

- ▶ It takes him directly to a webpage for the section of clearway near the sign
- ▶ Oliver only needs to enter Charlotte's number plate and hit the "Leave Reminder" button
- ▶ **NSW Clearways Shapefile** is used to automatically validate report

The diagram illustrates a web browser interface for a clearway sign. The address bar shows the URL `https://item.net.au/sign101`, with the `sign101` portion circled in red. Below the address bar, there are two buttons: "Leave Message" and "See Tows". A text input field contains the number plate "ABC-123". At the bottom of the page, there are two buttons: a green "Leave Reminder" button with a smiley face icon, and an orange "Report and Tow" button with a frowny face icon.

Our solution

- ▶ Charlotte receives an SMS message:

Hurry, the clearway starts in 5 mins 😊.

Text 'THANKS' if you plan to move it yourself.

Text 'STOP' to opt-out of community reminders.

- ▶ Charlotte replies:

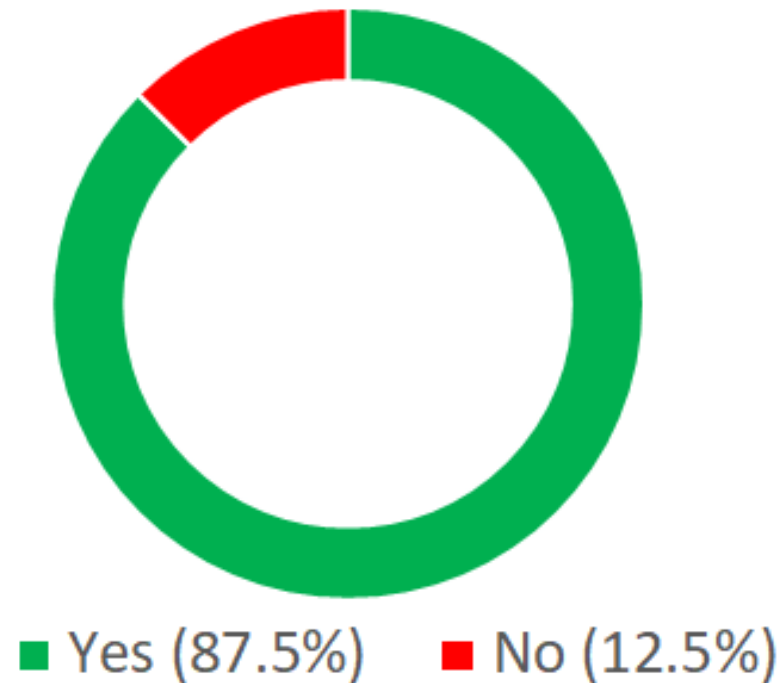
THANKS. You're Awesome 😊.

Which is automatically added to the community clearway page

Obtaining consent for SMS reminders

- ▶ The vehicle registration form already includes a box to provide a mobile number
- ▶ Currently only used to send out SMS reminders when rego due for renewal

Would you like an SMS notification to move your vehicle before it gets towed?



Obtaining consent for SMS reminders

- ▶ Long term, seeking consent at time of vehicle registration is most efficient way to reach NSW population of 8 million people

Please provide a mobile number if you would like to receive communications from Service NSW this way

Mobile number

Would you like an SMS notification to move your vehicle before it gets towed?

no

yes

If the vehicle has special number plates, we may disclose your personal information to any Concessionaire appointed to manage our Special Number Plate business, which at the date of the Number Plate Terms and Conditions is Plate Marketing Pty Ltd, to allow the concessionaire to manage Special Number Plate business. Otherwise we will not disclose your personal information without your consent unless authorised by law.

If you opt-in to SMS notifications, we may disclose your plate number and mobile number to endorsed digital platform providers.

We are subject to the *Privacy and Personal Information Protection Act 1998* and *Health Records and Information Privacy Act 2002*

What about drivers who don't consent?

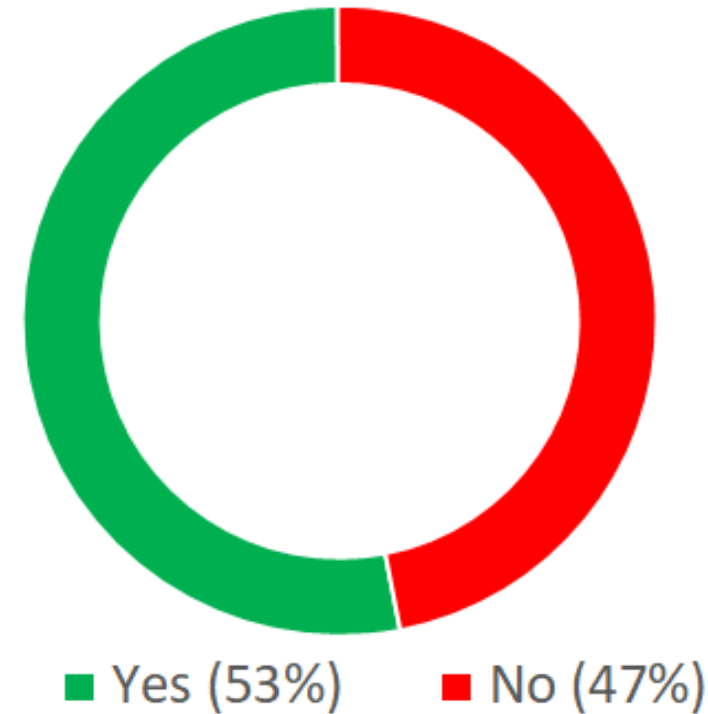
- ▶ Anyone is free to check the recent messages left in an area by visiting the URL on the clearway sign
- ▶ Tow truck operators can use the platform to directly leave messages about the new vehicle location for people checking the sign to see

The screenshot shows a mobile browser interface. At the top, the address bar displays the URL `https://item.net.au/sign101` with a 'Go' button. Below the address bar are two buttons: 'See Tows' and 'Leave Message'. The main content area is titled 'Location:' and contains a map. The map shows a red horizontal bar representing a 'Clearway' with the text '6-10 am Mon-Fri' below it. A speech bubble labeled 'sign 101' points to the sign. A red speech bubble with an 'X' and a car icon points to the clearway, indicating a violation. A green speech bubble with a car icon and a blue dashed line points to a location on the map. Below the map, the text '6:20 Sydney Towing' is displayed. A message box contains the text: 'We have towed your vehicle to a nearby 1hr parking spot #vehicle [redacted] 123'. At the bottom, there is a button labeled 'Opt-in to instant notifications'.

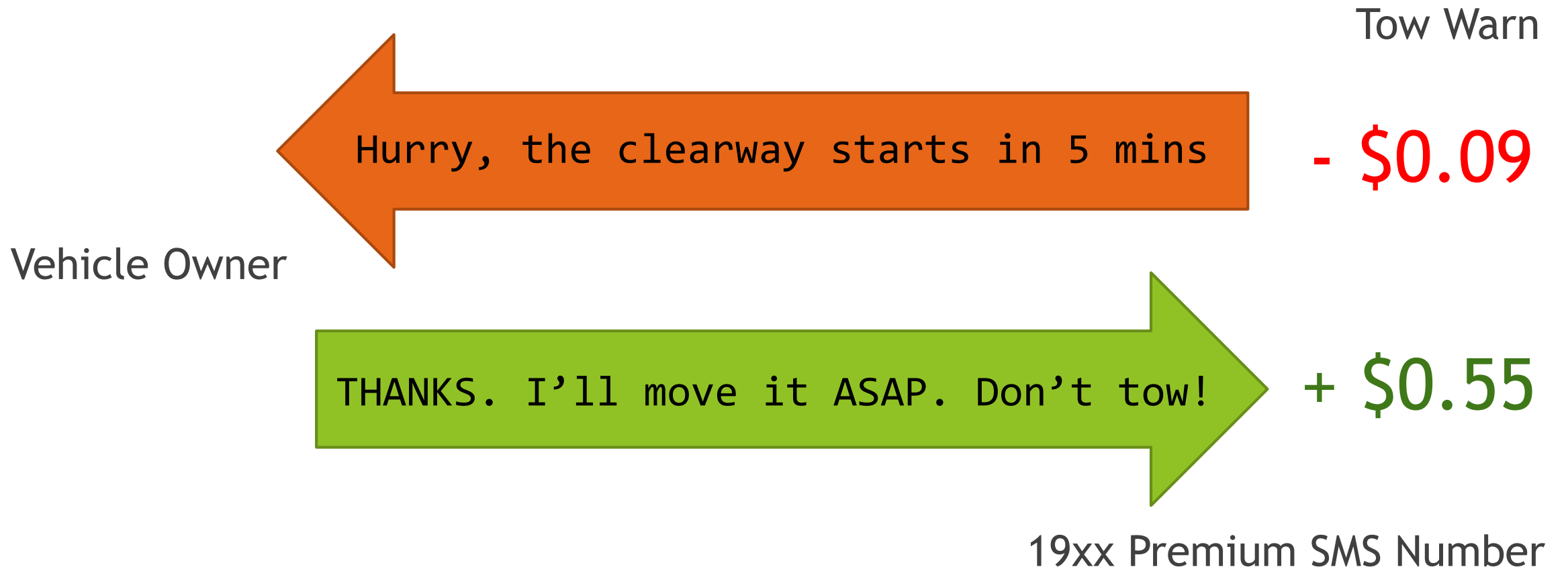
Benefits

- ▶ No need to install an app
- ▶ No need to wait for GPS signal

Do you leave your phone GPS turned on?



Commercial Sustainability



Long term vision

- ▶ Expand on types of notifications offered
 - ▶ Headlights left on
 - ▶ Vehicle leaking fluid
 - ▶ Emergency Situations:
Child/animal left in vehicle



Photograph of fire truck attending to evacuation near Deakin University parking bay 2018