Evolution of a Smart City

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#ICMA2018
Evolution of Smart City: Panel Introduction

• Smart City Defined: Michael Mattmiller, Microsoft (Seattle CTO)
  • What is it and how does one get smart (or smarter)?
  • How can investments improve customer service/community’s quality of life?

• Digital City Hall: Luke Norris, OpenCities (Code for America)
  • Principles of 21st Century Govt/Best Practices
  • Changing Citizen/Consumer Behavior & Keeping City Hall Accessible

• Shared Insights on Civic Innovation: Ashley Hand, CityFi (CIO-Kansas City, LA)
  • More than just technology
  • Designing for outcomes
Ashley Z. Hand, AIA, LEED AP BD+C

- Co-Founder, CityFi
- Former Transportation Technology Strategist, City of Los Angeles Department of Transportation
- Former Chief Innovation Officer, City of Kansas City, MO

Urban MOBILITY in a Digital Age
A TRANSPORTATION TECHNOLOGY STRATEGY FOR LOS ANGELES
Evolution of Smart Cities

- **CLOCKWORK CITY**
  - Management-focused
  - Government-as-customer
  - Operational efficiency
  - Top-down, monolithic
  - Big IT corporations
  - Marketing success
  - Business of running a city

- **OPEN CITY**
  - Citizen-focused
  - Government-as-enabler
  - Operational transparency
  - Mostly unidirectional
  - Nonprofits, civic developers
  - Read-only
  - Making the city more legible

- **EMERGENT CITY**
  - Citizen-as-a-system focus
  - Government-as-one-of-many
  - Self-organizing, adaptive
  - Multiple stakeholders
  - Experimentation-as-a-service
  - Condition-making
  - Read-Write
Data as a critical resource

• Data helps build accountability and transparency
  • Trust
• Data is not about punishing departments but supports early engagement and better problem-solving
• Commitment through policy and process to transform city hall into a data-driven organization

KC Stat was the gateway to becoming “smart”
A new social contract

• Data stewardship is a key consideration
  • Privacy
  • Security
• New players and business models require a rethinking of procurement and sharing
Technology is a tool

- Technology alone will not transform outcomes
  - What is your vision?
  - What are your goals?
- How will you leverage technology to change business as usual?
  - Reprioritize or redesign service and infrastructure delivery
  - Improve responsiveness to community
  - Generate new revenue

San Francisco bike counters track infrastructure use
Why is this important?

- Technology is changing at an exponential rate
- Cities are challenged to keep up with evolving business models and new players
- Resources are limited
Digital infrastructure

• How does information architecture shape our culture and community?
A better understanding of the built world

- How can data reshape our understanding of the built environment?
  - Modeling can test our assumptions more efficiently
- How can we leverage technology to change the conversation about what the future of our cities looks like?
  - Data-driven vs. NIMBY
- How can we use these tools to bring new stakeholders to the table?
  - Public and private partners
Data can transform our physical space

- Physical world should reflect our behaviors and optimize our use of the public right-of-way
  - Policy goals should shape our built environment (Vision Zero, sustainability, etc.)
- Real-time assessment of our existing infrastructure
- Post-project evaluation for a better understanding of return on investment
Reshape your city daily

- Responsive pedestrian signals
- Adaptive traffic signals
- Curbside management
Build on your priorities

- Start with policy and city goals to guide technology choices
- Consider how technology can complement existing or planned infrastructure improvements
- Identify internal champions to “own” the strategy
- Start small (pilot), measure/evaluate, and then scale
Focus on your strengths

- Data-sharing can improve communications
- Enhance citizen satisfaction without any new resources or service redesign
- Meet your customer where they are
  - The medium matters
Elevate user experience

- Human-centered design ensures more responsive, equitable services
- Qualitative and quantitative measures are important

LADOT’s Core Principles for Transportation Happiness

- Accessibility: Freedom to Get Around
- Reliability: Freedom from Disruptions
- Safety: Freedom from Harm
- Culture & Community: Freedom to Connect
- Equity & Transparency: Freedom from Exclusion
Bring new players to the table

• Define new ways to get things done quickly
• Establish collaborative spaces (virtual and physical)
• Cultivate a culture of innovation