Engaging & Serving Residents

ACEEE Intelligent Efficiency Conference

December 7, 2015

Cities are our greatest challenge….

50% of the world's population lives in cities with aging infrastructure, economic disparities, increasing congestion, growing pollution, risks of climate change , with shortages of food, energy, water and growing risks of terrorism

…and our greatest opportunity

Cities provide 75% of the world's GDP—an economic engine, a job creator, a center for culture, entertainment, recreation, a hub for innovation—communications, mobility, the built environment, transportation, health care, energy, security and financial stability.

Our greatest challenge
…and our biggest hope

How can we shape our future?

- Steal Best Practices from other Cities
- Adopt Policies that Encourage Innovation
- Define Holistic Technology Solutions
- Gain Access to Innovative Funding Solutions
- Build Cross-departmental Communications
- Foster New Approaches to Collaboration
- Create Buy-in to Listen to all Citizen Voices

What Actions Will Accelerate True Stakeholder Engagement?

In today's world public data is often inaccessible, siloed within agencies and inaccurate at the street-level. The challenge is to make data inter-operable, accessible and allow community-members to act as "information catalysts" capturing place-based data, digital narratives – on a single easy to use, mobile platform.
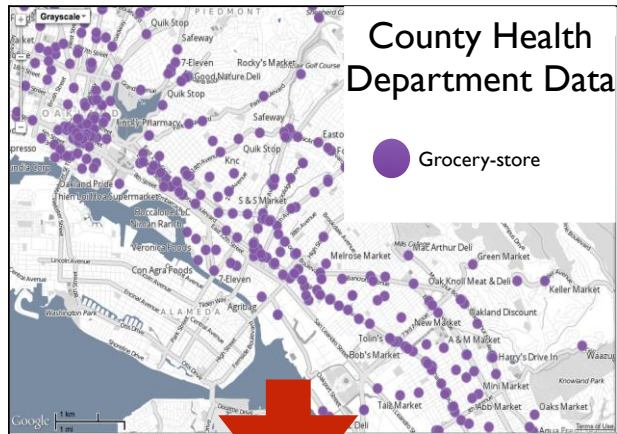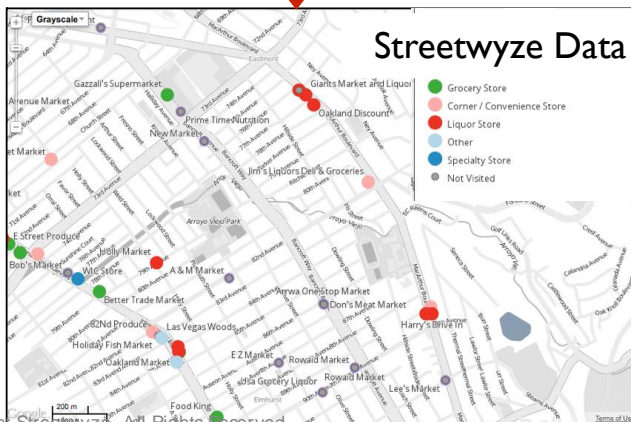
Getting Local Authentic Data

STREETWYZE: HOW IT WORKS
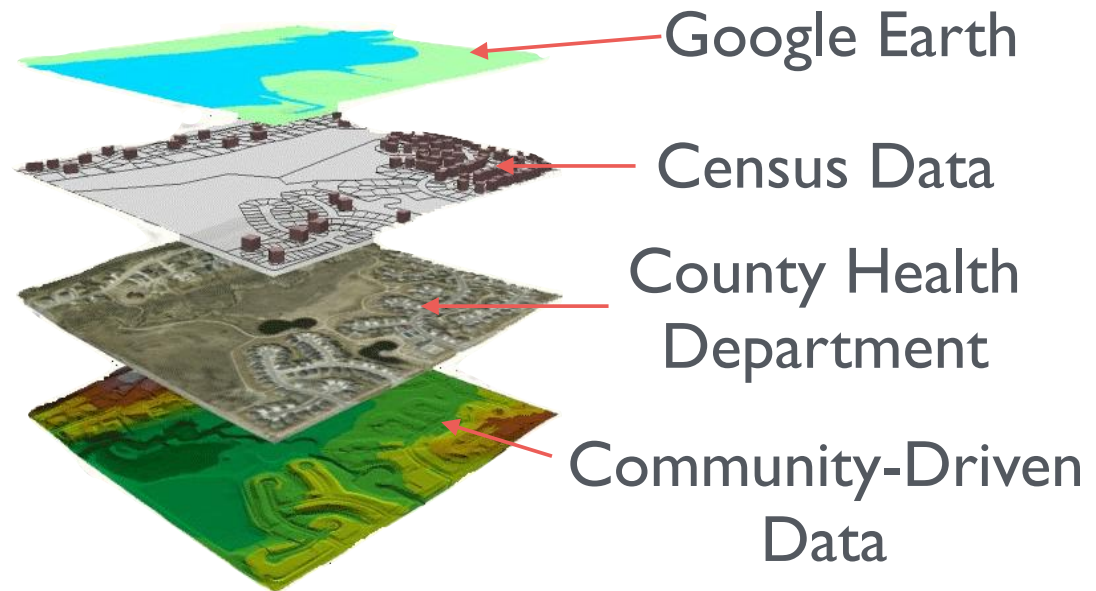
Connect to Resources, Take Action, Groundtruthing

BEFORE

County Health Department Data

● Grocery-store

AFTER

Streetwyze Data

● Grocery Store
● Corner / Convenience Store
● Liquor Store
● Other
● Specialty Store
● Not Visited

Data Visualize Multiple Data Layers

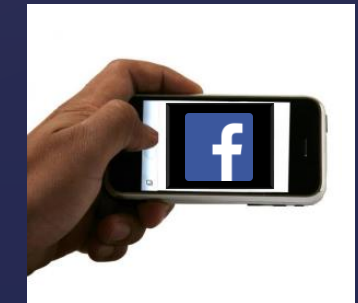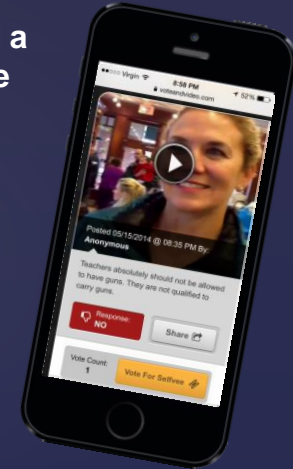→ Google Earth

→ Census Data

→ County Health Department

→ Community-Driven Data

Streetwyze provides a more complete and accurate picture of community-benefits and burdens at the Street-level.

Screenshots courtesy Local Ground

VoteandVideo: How it Works

1) Interactive message is sent to your community

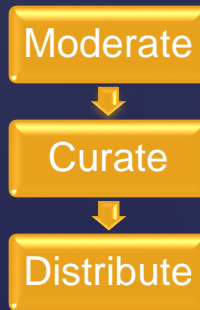2) Citizens vote and record a 30 second video response

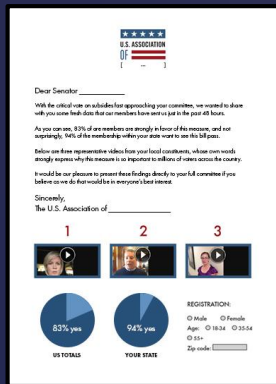3) Citizens share their response on Social Networks

4) Videos and Votes may be uploaded to city's website

5) Responses and videos are stored— ready to export

Moderate

Curate

Distribute

6) Data and videos you select may be sent to your staff, your community— you choose

6

MetroLab Network

- Announced by the White House in September, MLN is a network of university researchers and city decision makers

- Designed to build new collaborations around city infrastructure, city services and city engagement

- 30 partnerships today and growing

Creative Collaborations

Moderator: Sandra Baer, President, Personal Cities

Panelists:

- **Joe Gaspard, Associate, Utiliworks Consulting**
- **Jennifer James, Director of Smart City Solutions, Black and Veatch**
- **Seth Federspiel, Energy Planner, Environmental and Transportation Planning Division, Cambridge Community Development Department**
- **Ryan Colby, Senior Operations Manager, Uber**

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Breakthrough Ideas to Fix Broken Procurement Systems

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- Tight budgets—always needing to do more with less
- Bureaucracy and regulation—what keeps procurement processes slow, inflexible and outdated?
- The need to be more transparent—how can we deal with increasing public scrutiny
- The push for sustainability—how can we ensure social responsibility and financial stability?
- Lack of technology expertise—moving faster than our procurement processes
- RFP's that focus on specific solutions instead of problem solving
- Lack of trusting relationships between vendors & local government decision makers

Top Procurement Challenges

- Circumvent the traditional RFP—consider Requests for Participation
- Adopt problem-solving based procurement (over solutions-based pitches)
- Leverage private sector expertise; find creative ways to build trust across siloes and among companies
- Implement performance-based procurement

New Procurement Ideas

To build public and private sector collaboration, WMATA

- Reached out to their community to gain authentic data, opinions, ideas for improvement
- Engaged their internal "Brain Trust" to identify 10 top problems; solicited ideas from multiple departments
- Shared the problems with 5-10 companies and invited them to a "problem solving session;" no sales pitches are allowed
- Gained valuable insights, built trust with several company experts, now continuing the conversations

WMATA Creative Collaborations

WMATA Performance-based Contract
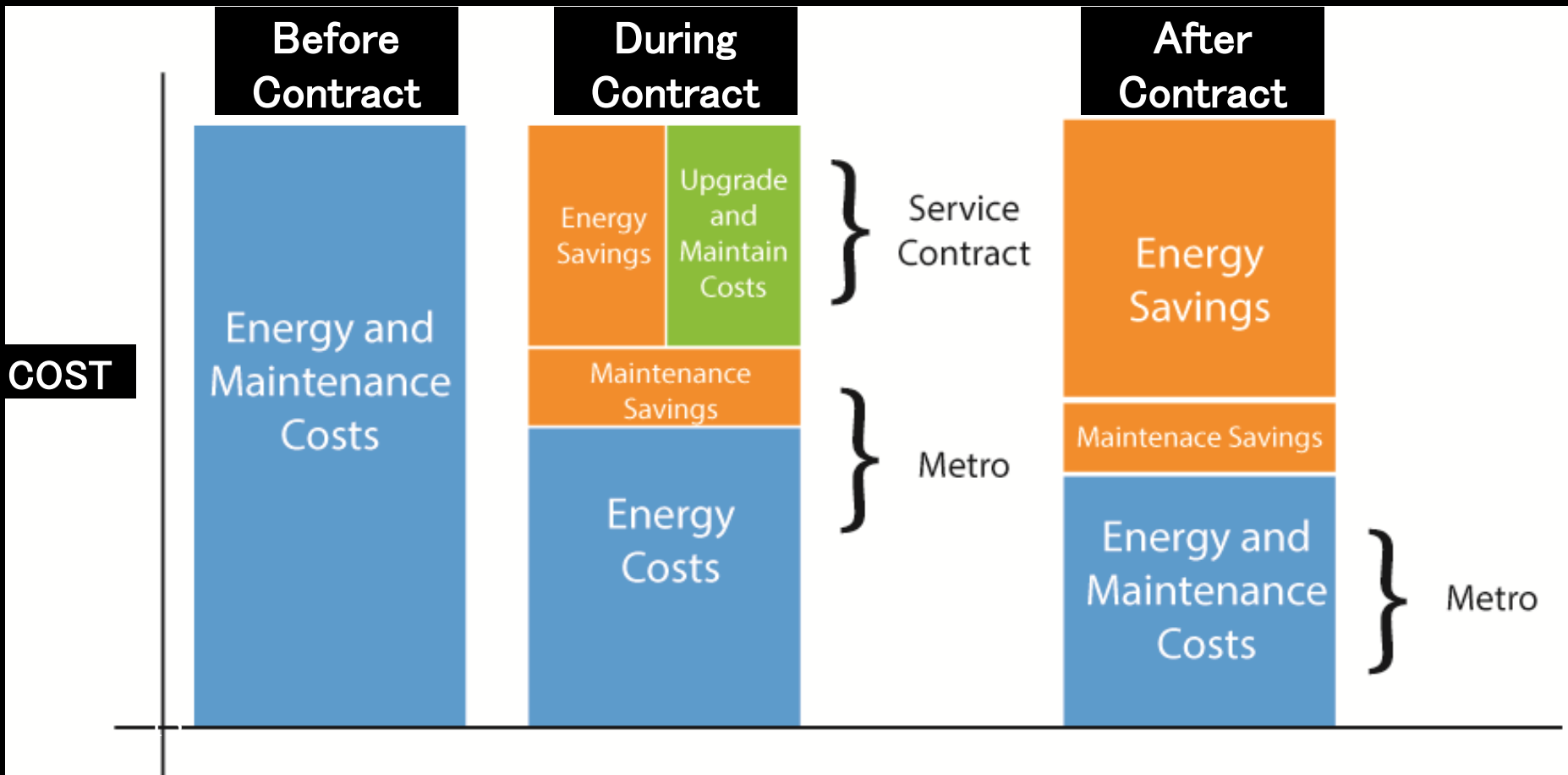
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- Cruise control consumers
  - Cashless society
  - End of inefficiency
  - Mobile first
- Locational living
  - Real time interactions of the city with the citizen
  - Serendipitous recommendations to travelers

Future City Trends to Watch