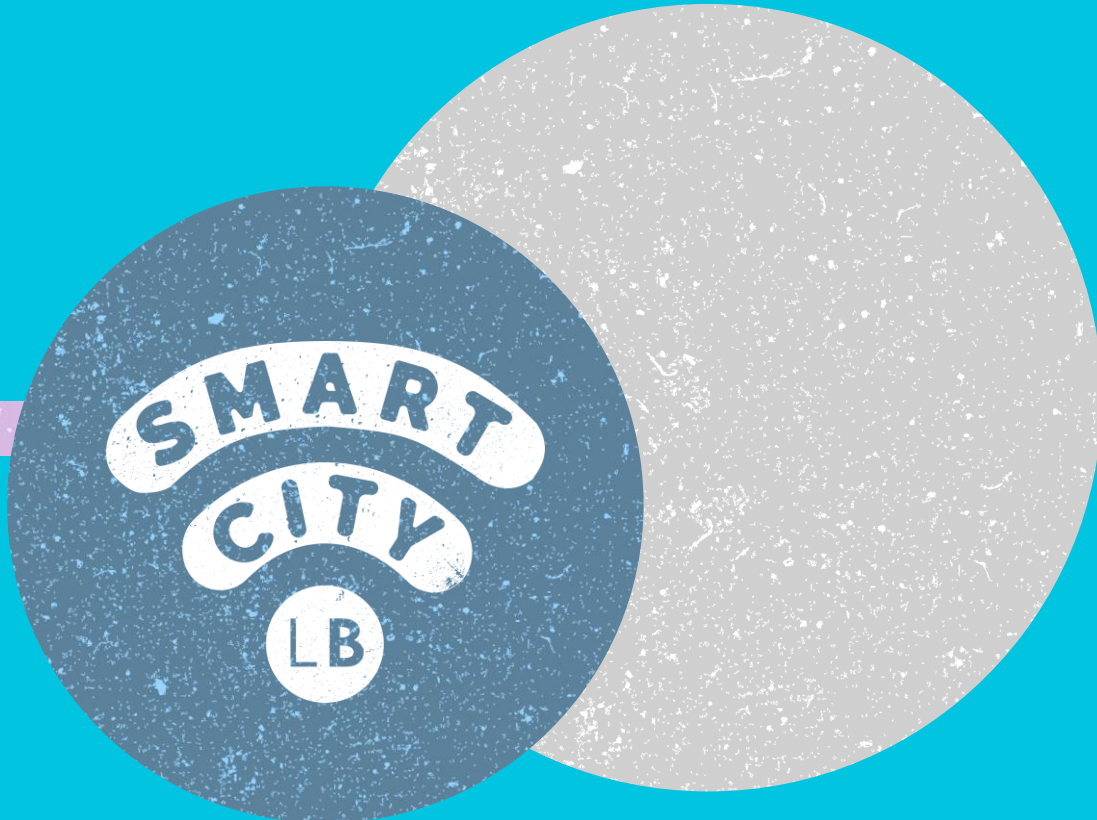


Smart City Initiative & Data Privacy Guidelines

March 9, 2021



“Smart city” origins

On October 22, 2019, Mayor Garcia and the City Council unanimously tasked city staff with developing a **Smart City Strategic Initiative & Guiding Priorities** (‘Smart City Initiative’)



Community & stakeholder engagement

Community engagement

- *Community Conversations:*
 - *Long Beach Gray Panthers*
 - *Downtown LB Residents*
 - *Long Beach Rotary Club*
 - *Downtown Associated Youth Services*
 - *Long Beach YMCA*
 - *Whaley Park Community Resource Fair*
 - *PopUPTown Social*
 - *Filipino Migrant Center*
 - *Khmer Girls in Action*
 - *Washington Neighborhood Association*
 - *Long Beach Forward*
 - *Data Privacy Focus Group*
- *Smart City Fest at Wonder Women Tech*
 - *3 Workshops*
 - *Panel Session*

Stakeholder engagement

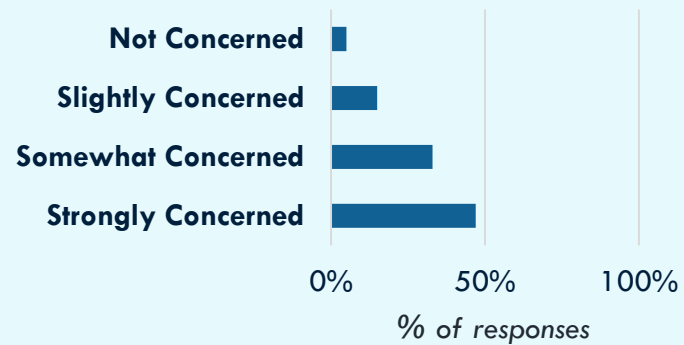
- *Industry Partners Workshop (50+ attendees)*
- *Internal City Technical Advisory Committee*
- *Interviews with Key City Personnel*
- *Technology & Innovation Commission, and approval on January 27, 2020*

Online engagement

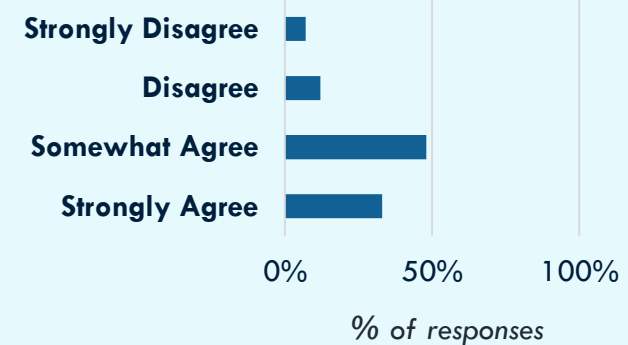
- *Smart City and Data Privacy Survey with over 450 + responses*
- *Smart City Website*
- *Social Media Outreach (#SmartCityLB)*

Privacy by design

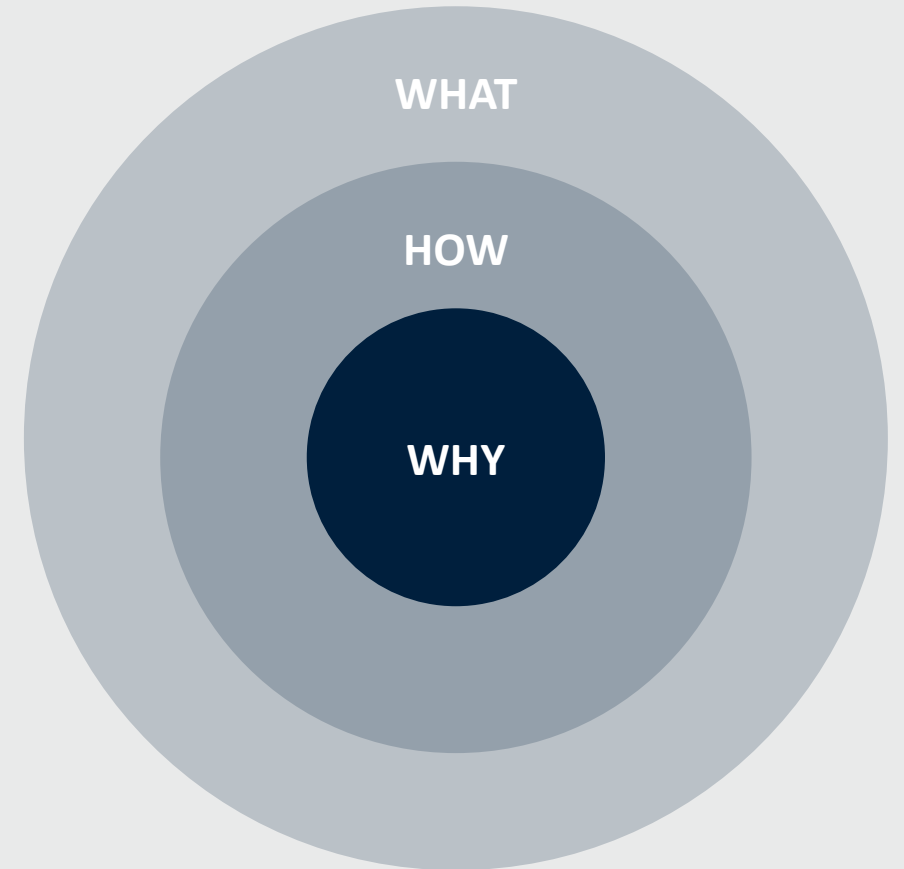
How concerned are you that the use of smart city technologies could mean less privacy for Long Beach residents?



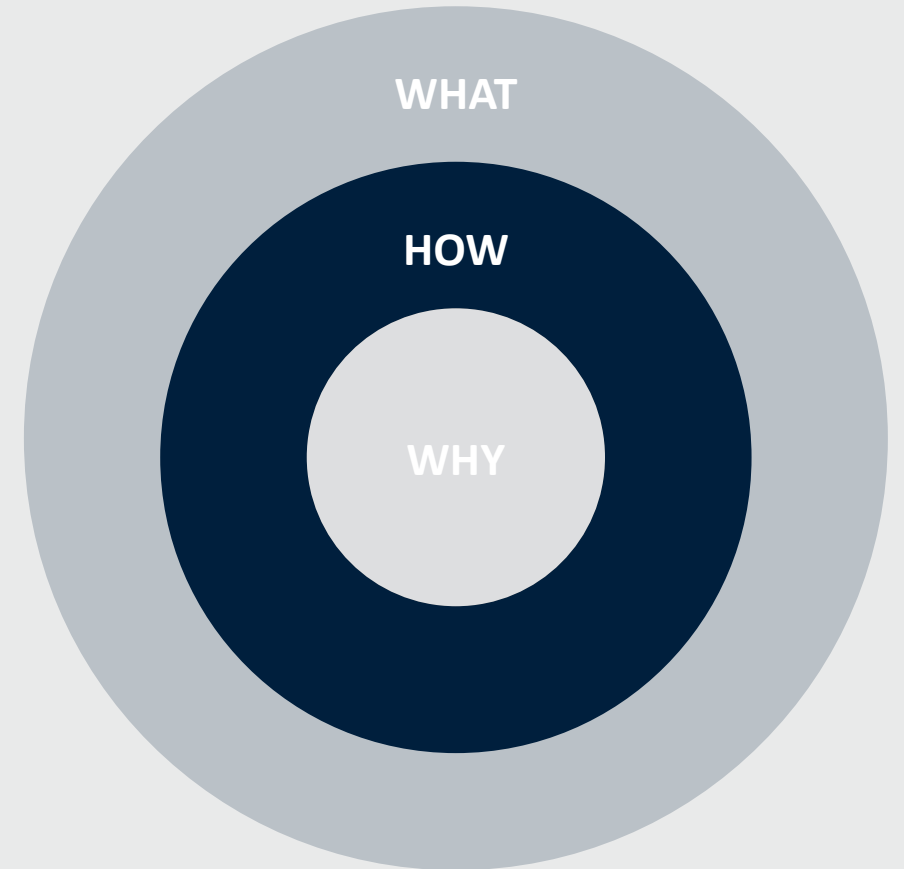
"Smart" tools and features are essential to the future of cities, including Long Beach.



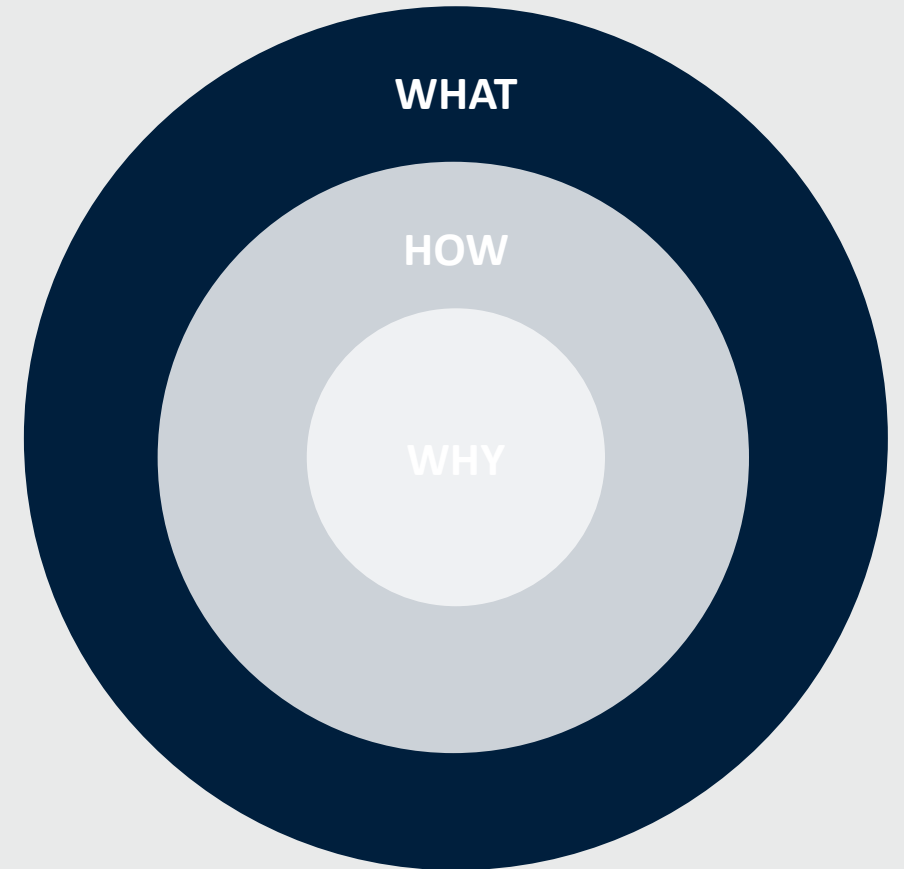
The Smart City Initiative advances solutions to civic challenges



The Smart City Initiative advances solutions to civic challenges by engaging the community, staff, and private sector



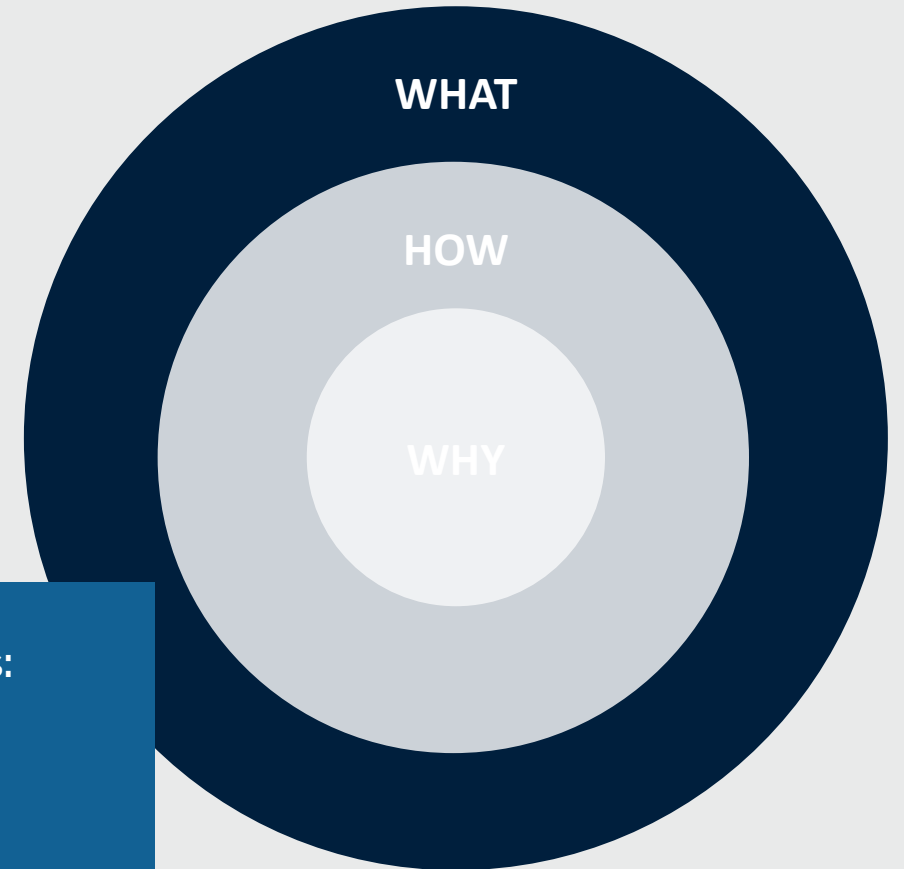
The Smart City Initiative advances solutions to civic challenges by engaging the community, staff, and private sector **to explore and implement emerging technology.**



The Smart City Initiative advances solutions to civic challenges by engaging the community, staff, and private sector to explore and implement emerging technology.

The Smart City Initiative will build upon identified City needs:

- *Framework for Racial Reconciliation*
- *Digital Inclusion Initiative*
- *2030 Strategic Vision*
- *Proposed Long Beach Recovery Plan*



DESIGN FOR EQUITY

Reducing historic inequities and disparities by ensuring technology advancements are accessible to all and improve quality of life for communities that have been underserved.

EARN PUBLIC TRUST

Building public confidence through excellence in data privacy, data transparency, and community engagement.

CULTIVATE LOCAL EXPERTISE

Promoting place-based growth by supporting Long Beach entrepreneurs and businesses, improving workforce job-readiness, and building partnership networks.

BUILD CIVIC RESILIENCE

Improving capacity to respond efficiently and effectively to the most-pressing civic challenges using data-informed decision-making.

1. Evaluate & Improve the Infrastructure

- **1.1** Establish the baseline infrastructure for Long Beach's Smart City programs
- **1.2** Select and adopt policy changes that enable implementation of new Smart City projects
- **1.3** Develop and maintain a roadmap for the Smart City Initiative

2. Mobilize & Expand the Local Tech Ecosystem

- **2.1** Strengthen and develop industry partnerships
- **2.2** Develop channels for community co-design with residents, small businesses, and other stakeholder groups

3. Develop Organizational Capacity

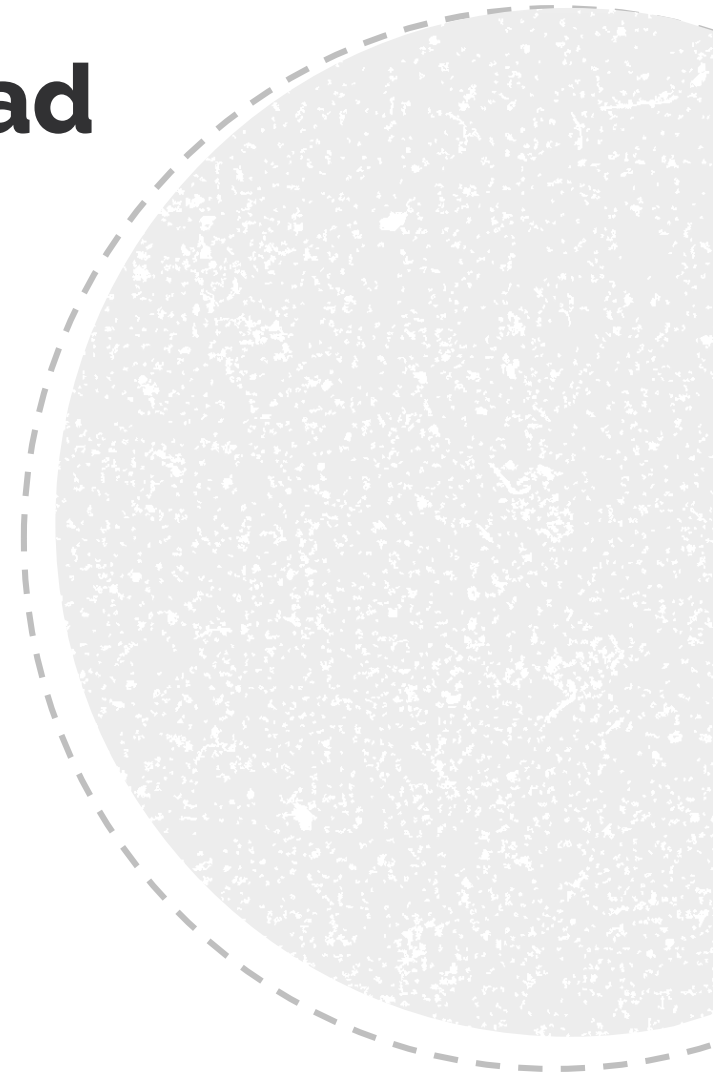
- **3.1** Design a viable operating model
- **3.2** Define roles for staff and advisors; recruit or re-allocate staff where needed
- **3.3** Identify and secure financial resources to sustain long-term operations

4. Implement Smart City Projects

- **4.1** Implement Unsolicited Private Pilot Model
- **4.2** Implement City-Solicited Pilot Model
- **4.3** Implement Community-Led Pilot Model

Smart City Initiative: Looking ahead

- Continue equitable community & stakeholder engagement, and supporting the local technology ecosystem
- Initiate smart city technology pilots
- Embed Data Privacy Guidelines within city policies and programs, with a focus on accountability
- Build internal staff capacity to explore new technology to meet City and community needs + Council priorities





Thank you!

Lea Eriksen

Director, Technology & Innovation Department

lea.eriksen@longbeach.gov

Ryan Kurtzman

Smart Cities Program Manager

ryan.kurtzman@longbeach.gov

<http://longbeach.gov/smartcity>