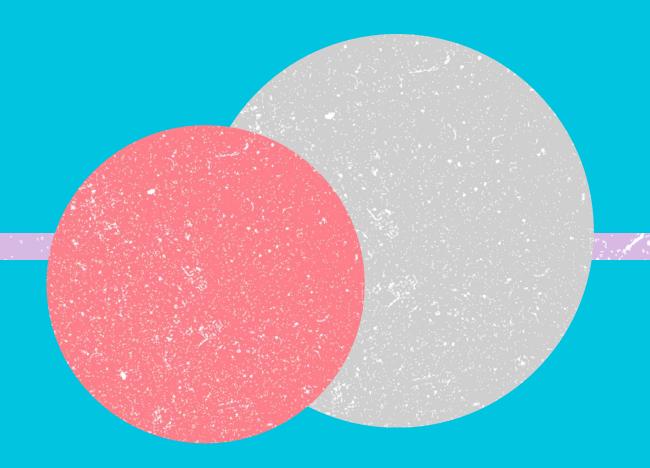
# Long Beach Smart City & Data Privacy Initiative

Update for Technology & Innovation Commission – May 27, 2020









# A Smart City Strategy will...

- 1. Create a coordinated, focused approach to propose, design, and pilot smart city solutions
- 2. Foster civic innovation and unlock improvements in City service delivery
- 3. Leverage emerging technology, data, and usercentered design to improve residents' quality of life
- 4. Protect residents' privacy and advance digital rights
- 5. Signal to external organizations that Long Beach is ready to partner
- 6. Serve as a key driver to enable an equitable and resilient post COVID-19 future



# **Smart City Initiative – Building blocks**



#### **Engage Communities**

Smart City Fest event (Nov 2019) and 7-8 community conversations Smart City & Data Privacy Survey

# Scan existing City plans and assets

Create an inventory of City assets, plans, and initiatives that a smart city could support Develop website and materials

Onboard smart cities consultant

#### **Benchmark peers**

Conduct a preliminary study to learn how peer cities are approaching smart cities

#### **Engage Stakeholders**

Technical Advisory Committee
"In-reach" focus groups to assess capacity and build buy-in
Industry partners working group
City Tech & Innovation Commission

community and stakeholder feedback Identify principles and values of a "smart" Long Beach and the role

Synthesize and analyze

of the City and partners

Identify focus areas, strategies, timeline, and financing/operations model

Develop Smart City Strategy & Data Privacy Guidelines

Jan 2020 May 2020 Lend of 2020



### **Detailed Timeline**

7th: Older Mar Adults (Gray Panthers) Apr minded (LB 21st: Youth 11<sup>th</sup>: Consultant 28th: Latinx May (Downtown Ass. kick-off Community Youth Svcs.) TBD: TBD: Filipinx Internal City "in-TBD: Black June Cambodian Community reach" Community Community TBD: City Tech. **TBD: Industry** Draft strategy Jul/Aug Advisory Partners due Committee Interviews





# **Recent Projects**

- 1. Software for data-driven decision-making
  - a. Zencity insights
  - b. Mastercard / City Possible network
  - c. Microsoft Power Bl
- 2. Resiliency Planning
- 3. Verizon P3
- 4. Ecototem as a data source for reopening
- 5. Mobility
  - a. Adaptive traffic signals
  - b. Traffic flows and privacy







### Lessons learned to-date

- 1. Make "smart cities" personal and real
- 2. "Smart cities" may not be the right term for Long Beach
- 3. Understand your audience
- 4. We don't have to frame technology benefits and privacy as a zero-sum game
- 5. Balance between private-sector investment / economic development and meeting Long Beach community needs







## For more information

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