



Smart City Challenge 2023

Technology & Innovation | Smart City Initiative

Michael Criste, City of Long Beach

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Why Are Pilots Beneficial to Long Beach?

What Is A Pilot?

Is...

- An opportunity to test a transformative solution
- A chance to measure a solutions impact and decide on its feasibility
- Compliant with the City's legal purchasing requirements

Is not...

- A proof of concept or software trial
- A commitment to a full implementation after pilot is complete

Slide 3

MC0 do we have any examples of this? Seems very relevant to the audience, but from participant research, the PMs were more interested in proven solutions and experience with government

Michael Criste, 2022-07-21T18:15:27.948

RK0 0 That's a fair point; I'm not sure saying that we're open to 'innovative first of its kind projects' is totally honest

Ryan Kurtzman, 2022-07-21T22:27:07.351

Why We Find Pilots Beneficial

For Partners

1. Potential contract with the City
2. Product refinement, prototyping and user testing
3. Networking
4. Make a difference

For The City

1. Engage and test new ideas
2. Measure community impact
3. Normalize failure if pilot projects don't meet stated goals

2023 Smart City Challenge

Smart City Challenge Background



- Now in its fourth year, the Smart City Challenge enables collaboration between City employees and the technology sector
- City staff develop a Challenge-based RFPs based on their experience and expertise
- Vendors with a variety of products and services are encourage to submit a proposal addressing the challenge
- No-cost to the City; 6-month duration

Past & Present Smart City Challenge Partners

NUMINA

okta



Meet the 2022 Challenges

7

CHALLENGES

FROM

4

DEPARTMENTS

INCLUDING:

- Parks, Recreation, & Marine
- Public Works
- Technology & Innovation
- Water

What Is Challenge-based Procurement?

Challenge-based Procurement

Designed to allow potential partners to pitch a wide array of solutions that Departments might not consider or have known about.

Components

- Challenge Statement
- Project Background
- Objectives & Desired Metrics
- Minimum Qualifications

Sample Challenge-based RFP

Parks, Recreation, & Marine (2023)

- **Challenge Statement:** The Parks, Recreation, and Marine Department is seeking an immersive, interactive, educational, and fun technology-based solution to provide global travel experiences for youth, teenagers, and older adults at City parks.
- **Background:** During the COVID-19 pandemic, PRM developed a virtual recreation program where teenagers, youth, and older adults logged on from home for educational visits and travel experiences using YouTube. This program allowed participants to explore outside of Long Beach at a time where travel was restricted during the pandemic.

Now, PRM would like to expand this program for their Summer 2023 programming, and leverage technology resources to provide travel and educational experiences. PRM would like to provide access to participants who don't have access to travel to certain locations or to learn about fun topics. PRM would like to roll out this new and improved virtual recreational program on June 19, 2023 for a period of 10 weeks. PRM would like the selected technology solution to offer a wide array of travel destinations (near and far) and educational services in one platform. PRM would also like the technology solution to complement and generate interest in its in-person events.

- **Objectives:**
 - Immerse users with travel-based experiences to go abroad.
 - Develop a virtual passport to measure visitor frequency
 - Interest generated in visiting in-person locations.

How Will We Evaluate Submissions?

Evaluation is an Area of Improvement

15. Please share the extent to which you agree or disagree to the following statements when comparing the Smart City Challenge's challenge-based RFP to the typical government procurement process

[More Details](#)

1 (Strongly Disagree) 2 (Disagree) 3 (Agree) 4 (Strongly Agree)

The Smart City Challenge was a more efficient application process for vendors.

The Smart City Challenge was more transparent for vendors.

The Smart City Challenge was more accommodating for start-ups and young companies.

The Smart City Challenge offers benefits for tech partners, including exposure to government clients,...

The Smart City Challenge was a more approachable method to pursue government contacts.

100% 0% 100%

17. Please share the extent to which you agree or disagree to the following statements when comparing the Smart City Challenge's challenge-based RFP to the typical government procurement process

[More Details](#)

1 (Strongly Disagree) 2 (Disagree) 3 (Agree) 4 (Strongly Agree)

The Smart City Challenge was a more efficient evaluation process for vendors.

The Smart City Challenge provided a clear set of criteria for the evaluation of proposals.

The Smart City Challenge was communicative about where our proposal was in the review process.

The participating Department adequately understood our technology-based solution.

The Smart City Challenge evaluation process provided meaningful feedback regarding our proposal and...

100% 0% 100%

Evaluation Criteria

Criteria	Definition
Qualifications	professional and academic experience of project team; tenure and financial viability of company to sustain the pilot period and potential contract; company milestones and recent successes; and lastly, bandwidth and staff to dedicate to the pilot.
Understanding of the Challenge	define why they are best positioned to work on this project; and provide any recommendations to the Department that can improve the scope or outcome of the project.
Data Governance	ability to demonstrate an understanding and the ability to use metrics to communicate the level of impact.
Originality	determined by the novelty of the proposed solution and if the City's normal purchasing process would have omitted or overlooked the solution.
Feasibility	actions and resources required by the City for pilot success and the anticipated costs to scale the pilot to an implemented solution.
Impact	measured by the product or service's ability to lead to short-term and/or long-term outcomes that will benefit residents, the Department, and the City.

How Are We Reaching Potential Partners?

Program Outreach to Potential Partners

NEARLY

150

LOCAL ATTENDEES AT
DOING BUSINESS WITH THE CITY

OVER

750

TECHNOLOGY VENDORS
CONTACTED

How Can The Technology & Innovation Commission Help?

Important Dates

**Submissions
Open**

1/10

@ 9AM (PDT)

**Vendor
Q&A**

1/26

@ 1PM (PDT)

**Submissions
Due**

2/10

@ 5PM (PDT)

Support Program Outreach

Contact Your Networks

- Email Outreach
- Social Media Assets

Additional Resources Available

- Smart City Challenge Website
- Program Overview
- Vendor FAQ

A nighttime photograph of the Long Beach skyline. The city lights are reflected in the water in the foreground. A semi-transparent white box is overlaid on the left side of the image, containing the text 'Thank You!' and 'Michael Criste, michael.criste@longbeach.gov'.

Thank You!

Michael Criste, michael.criste@longbeach.gov