

# Local Government NSW Annual Conference 2018

## How to Implement Smart Places Strategies to Give Your Residents Better Options

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**Hang on and  
enjoy the ride.  
This is advance  
notice that,  
I am a fast  
'Slide Advancer'.**



**Who am I ?**



**I am an urban planner, who works at the intersection of planning, smart cities and data science.**

**I blend these to develop practical, deliverable and 'human centric' solutions.**

**We are entering an unprecedented period in terms of our ability to learn about human behaviour, cities and urban ecology, through smart city solutions and thinking.)**





# Buzzword

A word or phrase which has become fashionable or popular, or sounds technical or important and is used to impress people.

**Its pretty confusing this  
whole Smart City thing.**

**Where to start.**

**Why Google of course..**

**Because we all now the  
internet is always right!**







smart city



All

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About 255,000,000 results (0.59 seconds)

**A Smart city** is a designation given to a city that incorporates information and communication technologies (ICT) to enhance the quality and performance of urban services such as energy, transportation and utilities in order to reduce resource consumption, wastage and overall costs.

[What is a Smart City? - Definition from Techopedia](https://www.techopedia.com/definition/31494/smart-city)

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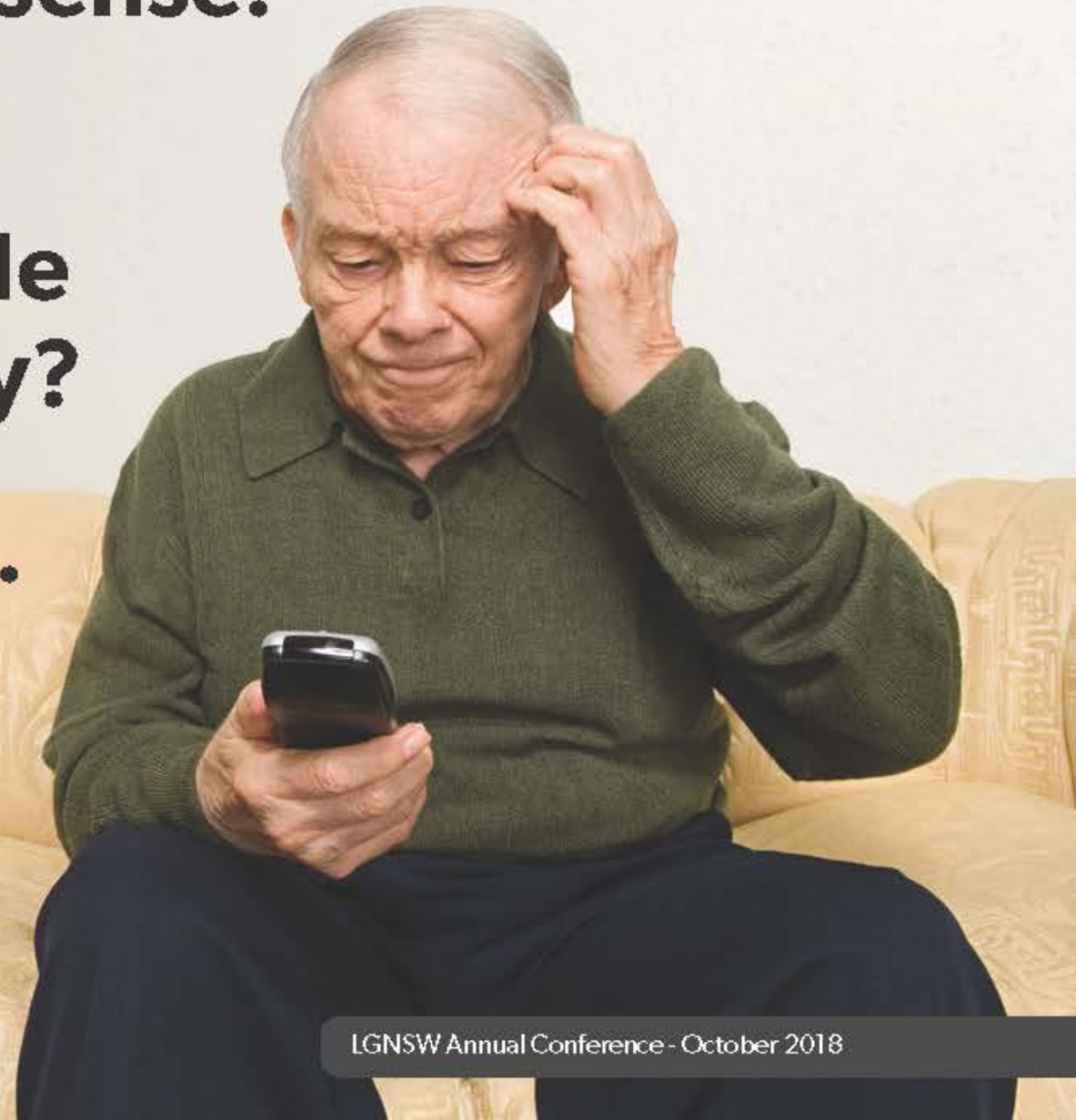
? About this result

Feedback

**Nope. Still doesn't make sense.**

**It seems like Google has  
forgotten about the people  
who live in said 'smart city?'**

**How about some pictures.**





# Extra Large Wi-Fi Units on buildings with white cables between them??





**Cities shrunk to fit into hands??  
Or giants, who hold up our cities out of the  
way of sea level rise on giant phones??**





# Inflatable Emoji's and Icons? Connected to Buildings??



**Still not seeing any people?**

**Plus I think we are  
heading into a period  
of permanent night ??**

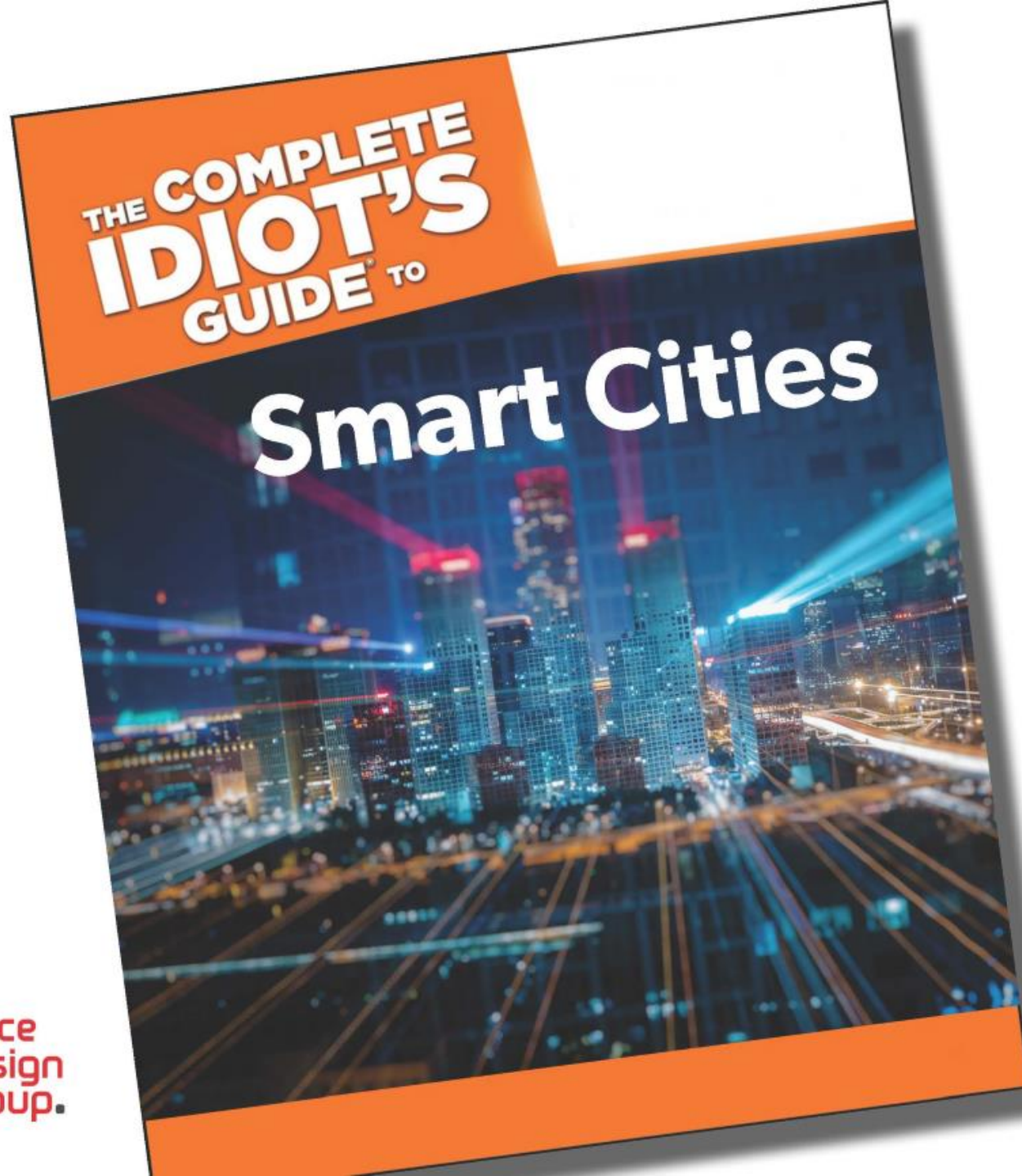




**I am a Smart City believer  
and advocate.**

**But I'm also the first to say,  
that I think the 'Smart City'  
sector hasn't (as yet) done  
the best job of explaining  
the 'how, why and where'  
of Smart Cities.**





**So here we go.**

**The version of Smart Cities, then onto how to lesson on how to practically implement it in your city (or town!).**



A stylized illustration of a smart city. On the left, a tall grey skyscraper with orange and blue accents stands next to a white Ferris wheel. In the center, a large blue and green stadium is visible. To the right, there's a small yellow house with a green roof, a large pineapple, and a pond with a crocodile. The background is a light green gradient.

## Smart Cities ?

**A Smart City is really a misnomer. It will first and foremost be a collection of smart streets, smart buildings and smart precincts, that link to create a larger smart eco-system.**

## Smart Cities ?

**In fact, doesn't even need to involve a city.  
Some of the most advanced in this space  
are the regions, like Newcastle,  
Lake Macquarie & Woolongong.**





## Smart Cities - Quick History Lesson

Many definitions of smart cities exist.

A range of variants exist by simply replacing “smart” with alternative adjectives, for example, “intelligent” or “digital”.

Given the ‘Smart’ tagline, many people suggest and believe that technology is pivotal, and to some degree that’s true.

**A Smart City is one that adopts a forward-looking way in economy, people, governance, mobility, environment, and living for the benefit of its residents and it is a process rather than a static outcome.**

## Smart Cities - Quick History Lesson

Whilst there are many versions of how people define Smart Cities.

The most universally accepted definition is one developed by the British Standards Institute.

BSI defines a smart city as one where there is **“effective integration of physical, digital and human systems in the built environment to deliver a sustainable, prosperous and inclusive future for its citizens”**.



# Smart Cities - Quick History Lesson

Boyd Cohen

**SMART CITIES 1.0:  
TECHNOLOGY DRIVEN**

**SMART CITIES 2.0:  
TECHNOLOGY ENABLED,  
CITY-LED**

**SMART CITIES 3.0:  
CITIZEN CO-CREATION**

## Smart Cities 1.0: Technology Driven



**“Hi, I’m a salesperson for a technology company, I’ve got some smart city technology / platform that will solve a problem you didn’t even know you had”.**



## Smart Cities 2.0: Technology Enabled, City-Led



**"Hi, I'm the IT guy at Council ABC, I would like you to provide us a quote to install a Wi-Fi network and some smart parking please".**

## Smart Cities 3.0: Citizen Co-creation



**“Hi, I live in Council ABC area and I want a greener, smarter future”. I would like to get involved and help create the future of our city and I’ve got a few technology ideas I’d like to incorporate”.**



# Smart Cities - Why Be Smart?

There are many reasons to be smart.

These reasons and motivations will vary based on who you are (ie government, private developer, citizen etc).

The trick is knowing yourself, why you are doing something and then communicating the 'why' for each smart city intervention to yourself and the community.

**1 - Efficiency**

**2 - Leadership**

**3 - Civic Benefits**

**4 - Continual Learning**

# Smart Cities - Resident Expectations (Minimum Smart City)



Public Expectations of 'normal' vs 'innovative' are moving quickly.

Internet in Parks, High speed home internet, good mobile phone coverage etc are now expected.

So the bar for Councils and smart cities is getting higher and moving quickly, particularly for those that haven't dipped their toe in the smart city water yet.



## **Data is Key**

**Data should now form the basis of every decision we make, every lesson we learn and every direction we choose.**

**Better data = Better decisions  
+ Better outcomes.**

**Data is and will be as important as any road or physical asset.**

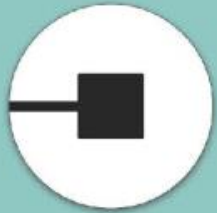
## Data is Key

**Government is no longer the owner of the best data sets**

- **Uber knows more about our streets, networks and congestion**

- **Strava the owner of the best cycle data**

- **Yelp greater insights into social life in cities**





## **Data is Key**


**It will require a new Government mind set and maturity to data**

- **Yes - data will need to come from private companies**
- **No - not all data will be stored on your server**
- **Yes - open data and data sharing is the new norm**

**Taking a conservative position  
on data, due to real or perceived  
community expectations, will  
put you on the back foot.**





A hand emerges from behind a tree trunk on the left side of the frame, holding a white cloth. The background is a solid teal color. The text is positioned to the right of the hand and cloth.

**Okay. I Give Up.  
You've convinced me.  
So where do I start?**

## Where to Start.

A hand holding a black smartphone against a teal background. The phone's screen is white and displays the text "Put the Technology DOWN!" in a red, hand-drawn, chalk-like font. The phone has a blue circular button on the left side of its bezel.

Put  
the  
Technology  
DOWN!



## Where to start

**Pick up your:**

- **Strategic Plan**
- **Community Plan**
- **Economic Development Plan**



**As a community and Council we have already written down what we want for our city and developed strategies on how to help us get there. There's no point ignoring all that just because we now want to be smart too.**

## Where to start

### Pick up your:

- **Strategic Plan**
- **Community Plan**
- **Economic Development Plan**



### Pick out the:

- **Vision**
- **Goals**
- **Outcomes**
- **Objectives**
- **Actions**



## Where to start

**Once you collate:**

- **Vision**
- **Goals**
- **Outcomes**
- **Objectives**
- **Actions**



**Pick from:**

**What technology  
will enable us to  
achieve these  
outcomes...  
and quicker!**

## Now what?

**Once you know what qualities or outcomes you want in a place, then you have permission to start talking to the techies.**

**Because then you can match technology to outcomes, and prioritise budgets and expenditure to the most important outcomes.**



# The Smart City Strategy Template

**Not all Smart City Strategies are the same. Nor is there a right or wrong way.**

**Australia is in the early days of our 'Smart' evolution, so everyone is essentially pioneering what is the right approach, content and structure for their needs.**



**We've come up with our own view of how to best structure Smart City Strategies, which is a bit different to those strategies produced thus far. Read on to find out more...**

## Why a Place Based Approach



**“To me as a planner and designer of cities, I don’t plan a city just by segmenting waste, people or mobility, and equally, I don’t create great places by a macro lens of the economy or the environment and we certainly don’t create places through ideas of collaboration, connection and efficiency in isolation.**

**We are creators of places, which are manifestations of all of these things. Which is why to me, the only logical way to undertake Smart City Strategy Work is from the place up, not outcomes down.”**



## Why a Place Based Approach

**We live and experience places for and in their entirety. We don't experience or even see intangible thinking like governance, or look at outcomes in siloed nature. But in how they collectively manifest in a place.**

**To us, developing mobility or infrastructure efficiency strategies independently with no relationship to the community outcomes or why that helps us to our agreed community visions (which are places) doesn't make sense (at least to us).**

A woman with short, curly brown hair and a pink headband is smiling and holding a large red sock vertically. She is wearing a red long-sleeved shirt with the text 'MENTOR OF JOHN' and red leggings. The background is a solid teal color.

# Lets get 'phygital'

(physical + digital)  
and make it about  
the people.



## Traditional tech bias and tech slamming



**The smart cities movement has is all about technology and has forgotten about people – so we are building tech-focused cities. At least that's what I've read....**

**Don't believe all you read. Get involved and change the tech focus to a people focus – but don't tech bash – it's not helpful!**

## **Does 'smart' have to mean technology?**

**Smart city solutions and outcomes will be hi-tech, low-tech and no-tech in nature.**

**'Smartness' is not about technology, but rather how it is used to help the city function effectively, both in its individual systems, and as a whole.**



## **Does 'smart' have to mean technology?**

**Some great examples of a no-tech/low-tech approach to cities that are smart includes putting your regulatory framework in your smart city bucket.**

**An example of a regulatory and physical environment that encourages bike riding, for example through bike racks or drop off zones, will be the enabler for greater bike usage, not some tech solution. Put another way, the tech might be in the mobility, but it can be killed off by regulation or a lack of physical (no-tech) infrastructure.**

## Traditional tech bias and tech slamming

**Technology is an enabler, but it can't be the sole focus if we are to achieve broad city and community outcomes.**

**It's Smart. Cities. The dot is important. It shows it is as much about the place, as it is the 'smarts'.**



**Adam Beck**  
Smart City  
Council ANZ



# Streets & Houses

Smart Poles with Intelligent Lighting, Environmental sensors and CCTV



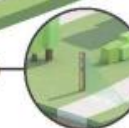
Smart Energy & Domestic  
Renewal Energy Generation



Efficient LED (Smart) Lighting



Veloways promoting  
cycling and cycle count and  
communication infrastructure



Smart people with Apps and  
Communication platforms linking  
residents with their community



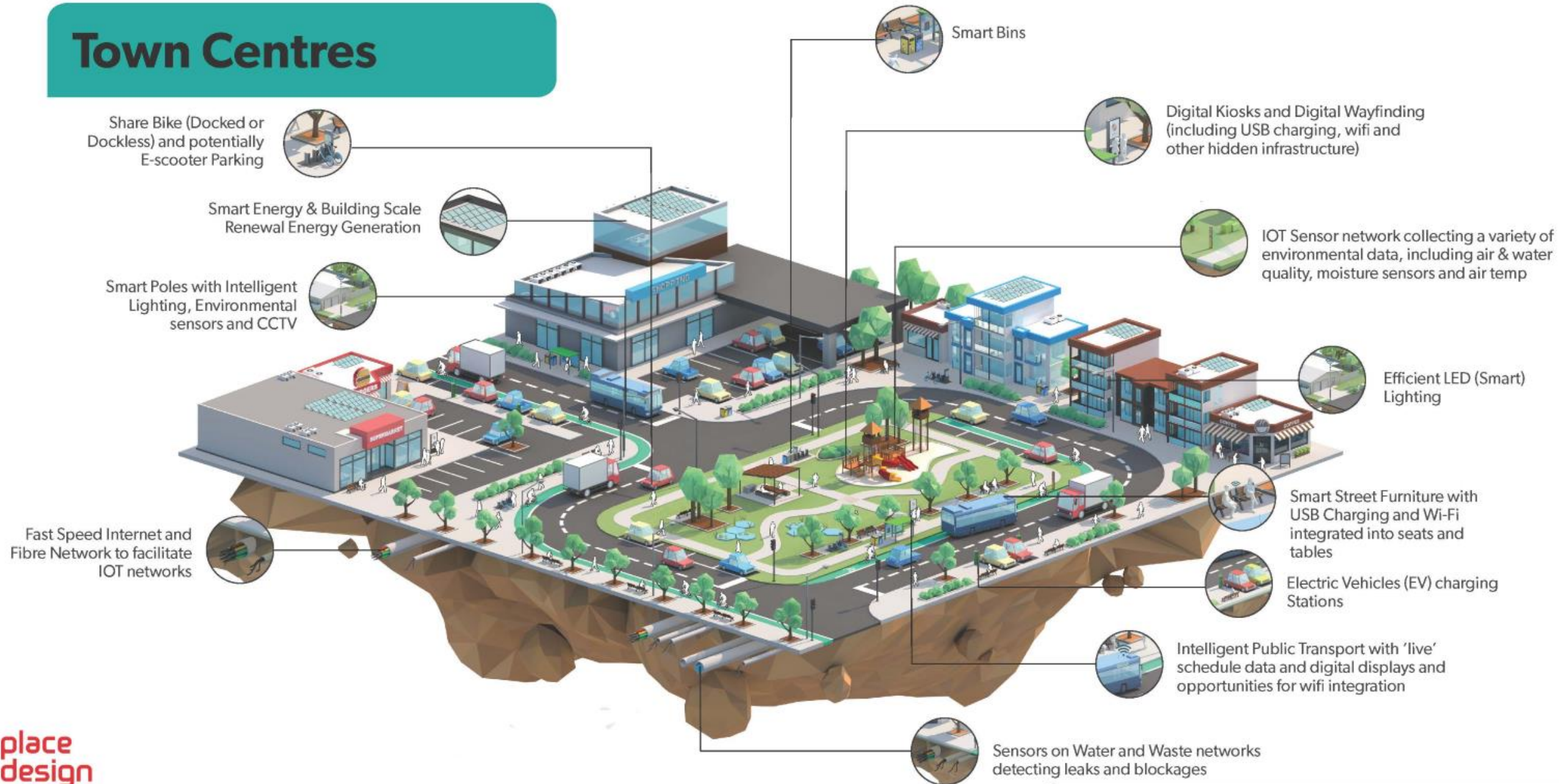
Sensors on Water and Waste networks  
detecting leaks and blockages



Fast Speed Internet and Fibre  
Network to facilitate IOT networks



# Town Centres





# Parks & Open Space



## Local government on the front line

**Rather than being disrupted, local government needs to be the disrupter.**

**You can't afford to take a defensive mindset and be worried about the disruption of your cities. It's time to be proactive and use smart solutions to fast track community and city goals.**



**You can either disrupt or be disrupted.  
You can either do it, or it is going to be done to you.**



## Local government on the front line

**While local government will ultimately need to deploy its own smart infrastructure, it must also play gatekeeper and curator for private and third party smart networks being rolled out by telcos and others.**

**It's time to form a plan of how you want all this 'smart' stuff to integrate, co-locate and be deployed while also ensuring our streets and parks aren't dug up each month and don't become overly 'technified'.**



# My Top 5 (actually 8) Smart Cities Actions and Tips for Local Govt



# Tip # 1

**Start with your  
existing vision  
& plans, then  
pick Smart City  
solutions to get  
you there**

# Tip # 2

**Define whats  
important to  
you.**

**Then measure it  
and monitor it.**



# Tip # 3

## Build a Data Culture and Data Capacity within your Council

# Tip # 4

**Collect & Buy  
Data.**

**Even if you don't  
know what to do  
with it today**



# Tip # 5

**Jump in and  
commit, once  
you've sorted  
the reason and  
strategy**

# Tip # 6

**Leave the Tech  
until Last.**

**As tempting as it  
is to pick up the  
brochures**

# Tip # 7

**Get Phy-gital**  
**A resident**  
**focused, human**  
**outcome will**  
**always win**



# Tip # 8

**Expose Yourself.**  
**Its scary, fast**  
**moving & technical.**  
**But it won't get any**  
**easier being on the**  
**sidelines.**



**"I'm a believer in realistic optimism. That is short term realism, combined with long term optimism."**

Chesley (Sully) Sullenberger

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