COMMON UNITY = Community

5 THINGS TO CONSIDER
WHEN PLANNING YOUR SMART CITY

The demand for integrated technology that improves citizens' daily lives, boosts businesses and simplifies public sector services has never been greater. Experts at PwC, a top professional services firm, project that the global smart city market will reach $2.5 trillion by 2025.[1]

Don't get left behind. Whether you're an urban planning official, IT manager or otherwise make decisions that impact your municipality's intelligent future, the following key takeaways can help set your smart city vision up for real-life success.

Action 1:
DEFINE YOUR GOALS

Your city, region and stakeholders have unique goals. Are you looking to boost business, increase educational access, ease commutes, strengthen security and provide greater citizen protection? Defining these needs can help you pinpoint the IT you require, while maximizing the resources you already possess.

ICD'S TOP 9 SMART CITY USE CASE PREDICTIONS:[2]

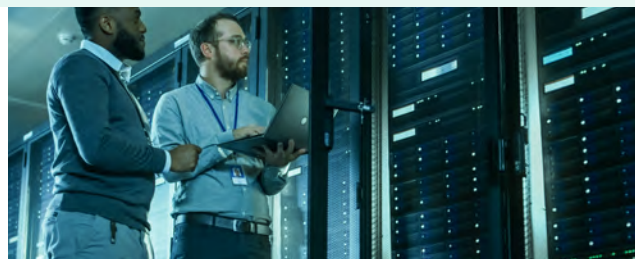|		
Smart Energy Grids	Connected Back Office	Advanced Public Transit
Smart City Platforms	Fixed Visual Surveillance	Smart Stadiums and Campuses
Intelligent Traffic Management	Digital Evidence Management (in public safety)	Mobile Video Capture and Recording (in public safety)

Action 2:
INVOLVE ALL STAKEHOLDERS

Many factions will have something to say about your smart city initiative – from government officials and citizens to business and even university leaders. By taking an inclusive approach and involving key stakeholders in the planning process, you can avoid potential pitfalls.

DID YOU KNOW?
The IDC forecasts that by 2023, **20% of midsize smart cities will have dedicated staff driving innovation and digital transformation to meet growing community demands.**[2]

Action 3:
BALANCE IT BENEFITS AND PRIVACY

Smart city projects should focus first on advancing quality citizen life (rather than pushing innovation and technology for the sake of transformation).[3] As you research, plan your policy, design and implement a smart city, be sure to prioritize privacy concerns.

SECURITY FIRST.
IDC researchers believe that in 2021, **20% of deployed local government devices may be compromised by malware and ransomware attacks.** Avoid becoming a cyber statistic. Choose an IT partner who's dedicated to holistic cybersecurity.[2]

Action 4:
ANTICIPATE POTENTIAL OBSTACLES

Digital inequality, political posturing, cybersecurity, existing laws and policies can potentially derail any smart city initiative. Identity and address these obstacles early in the planning process.

ACCESS FOR EVERYONE.
It's simple: technology empowers citizens. And by 2025, **75% of municipalities will be equipped with the connectivity to end the digital divide.**[2] High-speed networks and internet connectivity are essential for citizens everywhere to engage with their community.

Action 5:
IDENTIFY AND OBTAIN FUNDING

Funding often makes or breaks any government initiative. Get creative. Your project will have a greater chance at success if you can take advantage of a public/private partnership.[1]

POTENTIAL CAPITAL SOURCES.
Crowdfunding, user fees, special development funds, taxes, municipal bonds, E-rate opportunities and others.[4]

1 https://www.pwc.com/gx/en/sustainability/assets/creating-the-smart-cities-of-the-future.pdf
2 https://www.idc.com/research/viewtoc.jsp?containerId=IS45631820
3 https://heme.kpmg/xx/en/home/insights/2020/05/driving-the-smart-city-development.html
4 https://www2.deloitte.com/content/dam/Deloitte/us/Documents/about-deloitte/us-about-deloitte-smart-cities-journey-cloud.pdf

From Wi-Fi implementation across communities to unifying educational resources and boosting public safety, small municipalities, counties and large cities all share a common denominator: **they turned to Hewlett Packard Enterprises (HPE) and Aruba for smart city technology.**

NOW IT'S YOUR TURN.
Begin your smart city journey today!