



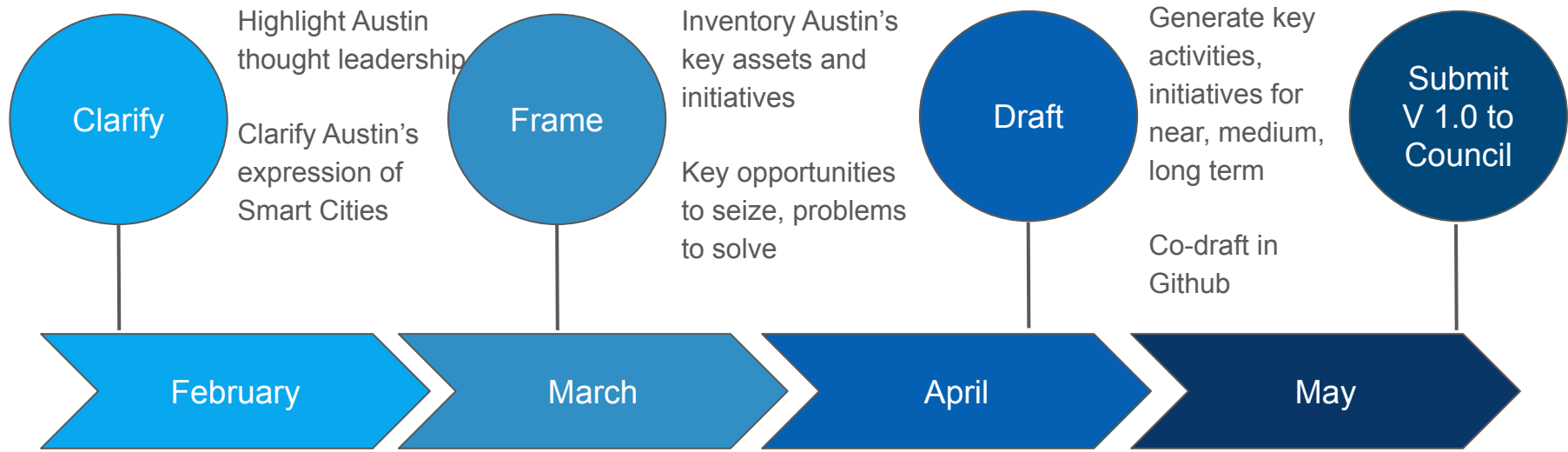
# Smart Austin Strategic Roadmap

Community Co-Creation Plan

*January - May 2017*



For every technology advance or item, multiple issues need to be addressed that go beyond the technology itself. We must look into policies, relationships, and intended and unintended consequences.



# Insights

**You said**  
Make having a recycling container in a room as convenient as having a trash container.  
>>

**We learned**  
There are cases in which Austinites do not have easy access to a recycle bin, or find recycling less convenient than using a trash can.  
>>

**We decided**  
Over the next three years, Recycle on the Go will be available throughout the downtown area.

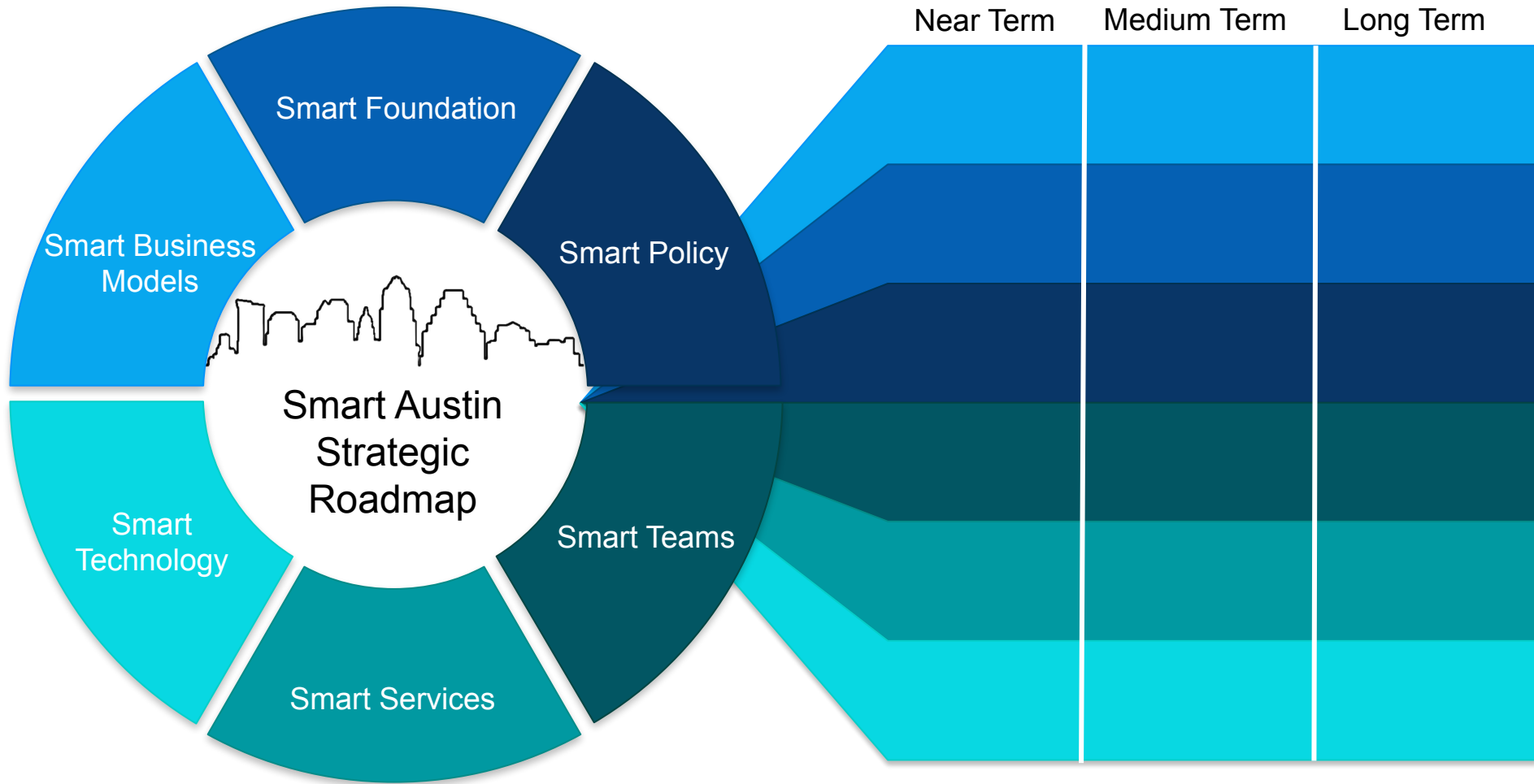
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# Smart City Strategic Roadmap

[Smart City Strategic Roadmap](#)

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Smart Foundation

Smart Policy

Smart Teams

Smart Services

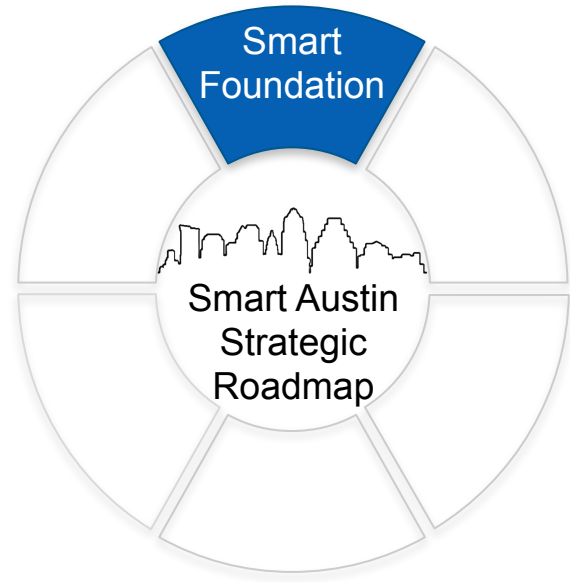
Smart Business Models

Smart Technology

Near Term

Medium Term

Long Term



## What are Austin's Principles, Values, Norms when it comes to Smart Cities?

### Principles

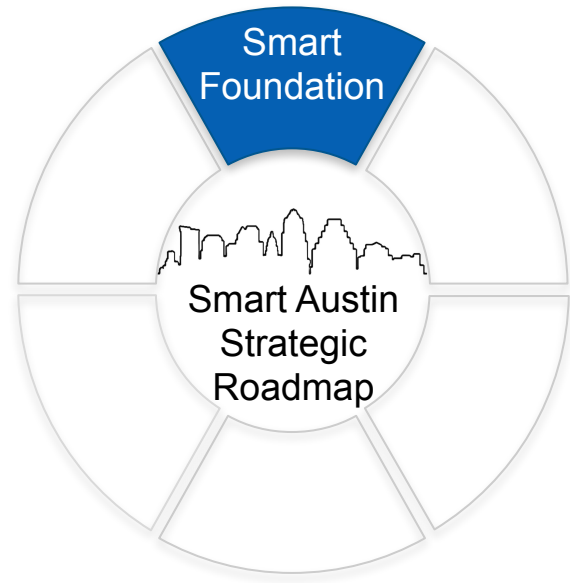
A concept of consequence to smart cities: privacy, security, sustainability, resilience, accessibility, equity and efficiency

### Values

How the community prioritizes key principles in terms of desirability, and worth

### Norms

How the community expresses its values. Every innovation begins as a deviation to a norm. Therefore norms around creative tension and conflict are critically important.



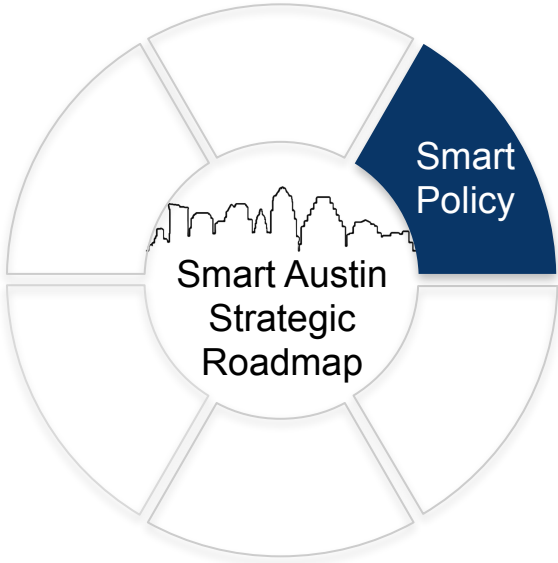
Principles

Values

Norms



Define to help quickly solve for questions such as:  
*Are kiosks a help to citizens or an advertising blight?*



What is Austin's strategic intent?  
What are Austin's governance structures?  
How does data inform our decision-making?

## Strategic Intent

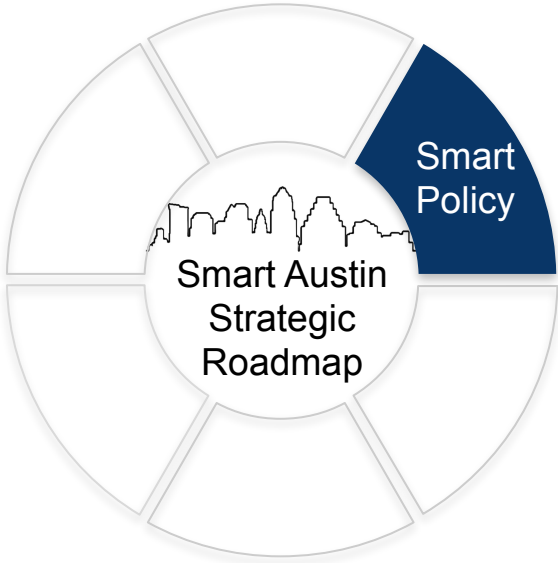
A statement with a point of view about the future, a sense of discovery and destiny that focuses attention, motivates, guides resources, allows for flexible implementation.

## Decision-making

Process for framing, making, and weighing trade-offs. Data-informed decisions require 1) reliable quantitative and qualitative data, 2) active consideration of data

## Governance

The way the rules, norms, standards, and actions are structured, sustained, and regulated; and how teams are held accountable.



Governance

Strategic Intent

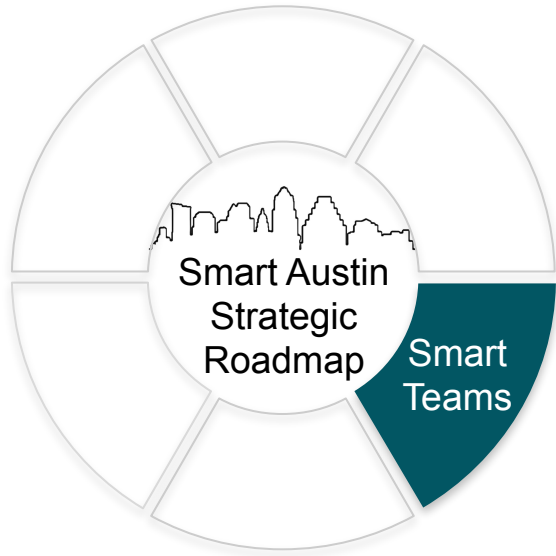
Decision-making



Help quickly solve for questions such as:

*Will our sign ordinance and community standards allow for kiosks with advertising?*





## How does Austin team up?

### Agile

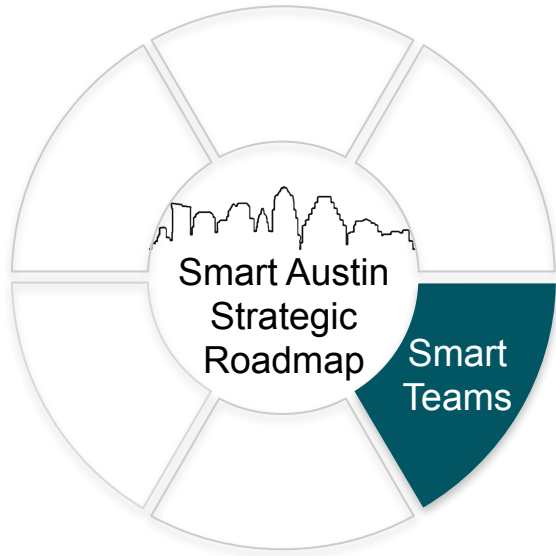
Self-organizing, cross-functional teams collaborate and plan adaptively, deliver early, while responding flexibly to change

### Human-centered

Teams meaningfully include the community in the design, production, and delivery of public value; they design with, not for, the community.

### Iterative

Teams begin with discovery, and iterate through testing and experimentation: they prioritize efforts on problems worth solving, and opportunities worth seizing.



Agile

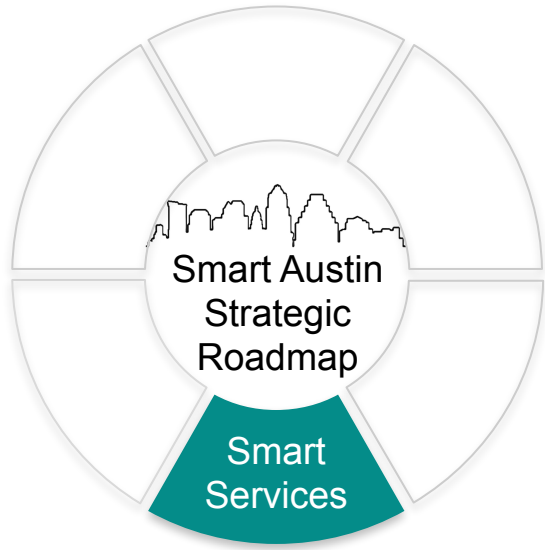
Human-centered

Iterative



Define to help answer quickly answer questions like:

*How much should the public weigh in on kiosks?*



## How do we structure Austin's Smart City Services?

### Value Proposition

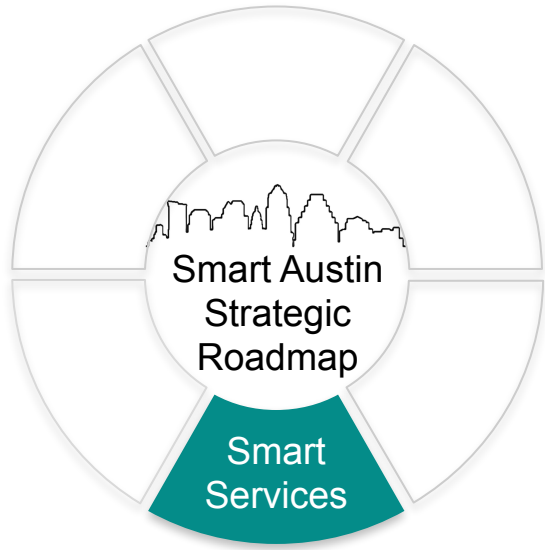
A belief from the customer about how **value** (benefit) will be delivered, experienced and acquired

### Outcomes

Demonstrate tangible outcomes and experiences for Austin residents.

### Data as a Service

Reusable, open data and open interfaces (APIs), enable data from one service to be combined with data from another to create interesting data combination and integration



Value Proposition

Outcomes

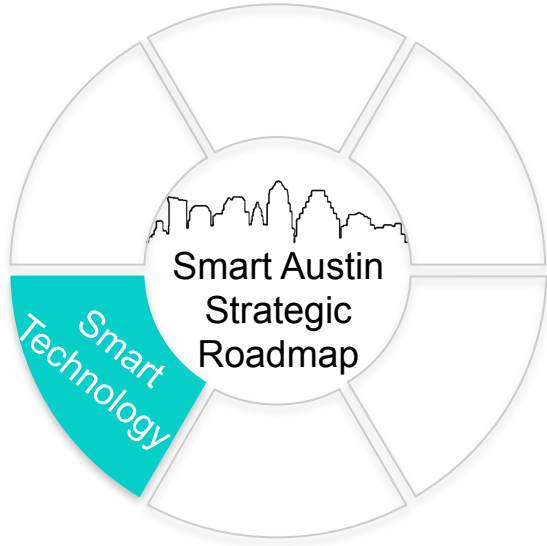
Data as a Service



Define to focus quickly on questions such as:

*How and where would we best use kiosks to benefit the people who need them the most?*

*What type of policy structure should kiosks have if they are allowed?*



Application

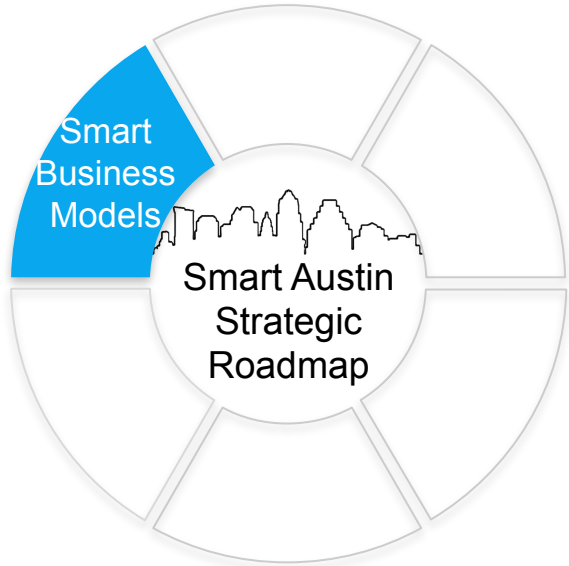
Platform

Data

Infrastructure

Security

Standards



## What types of business models and partnerships will fit Austin's needs?

### Business Models

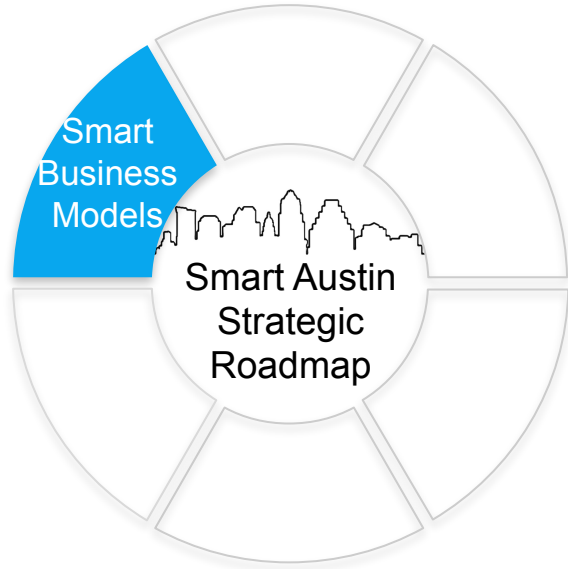
How we organize around key resources and activities that deliver upon a value proposition to city residents and customers, while balancing cost structures between private sector revenue streams and public sector funds

### Government as a Platform

What does City government need to do to establish itself as a platform and enabler of Smart Cities?

### Partnerships

What kind of public-private partnerships, strategic alliances, programs such as Entrepreneurs in Residence do we need to flourish as a Smart City?



Business Models

Government as a Platform

Partnerships



Define to help answer questions such as:

*How do we work across jurisdictional lines (like Capital Metro) to assure a partnership approach?*

*Does the City need to issue an RFP if a company will provide equipment and services free to the City?*

*Can or should the city erect kiosks if it has to absorb the costs?*

**CONTRIBUTION TYPES**

- Post 41
- Series 1

**CATEGORIES**

- Open Gov - Data 12
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- Community Engagement 4
- Design 4
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**TAGS**

- open data 6
- smart cities 6
- nesta 3
- citizen engagement 2
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- [2 more...](#)



**Kerry O'Connor**  
Updated 10 minutes ago

**The Secret Sauce of a Successful Smart City**

1 2 0



**Kerry O'Connor**  
Updated 25 minutes ago

**Data as Infrastructure for Smart Cities**

1 2 0

future of Austin and quality of life for its residents; **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

The City Manager is directed to develop a Smart Cities Strategic Roadmap with relevant City departments and commissions, community partners and stakeholders including the local technology community, to inform City policy decision-making, identify Smart City initiatives to tackle local challenges and improve our city services, and identify potential public and private funding opportunities for these initiatives. The City Smart Cities Strategic Roadmap should include:

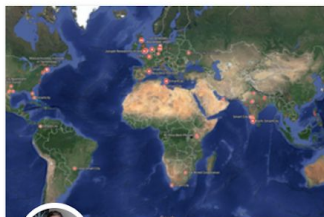
- A common, Austin-centered definition of Smart Cities,
- Statement of the vision of Austin's Smart City future,
- Focus on and prioritize,



**Lance McNeill**  
Updated 1 day ago

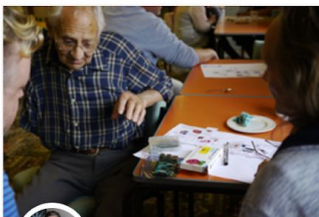
**City of Austin moving forward with a Smart Cities Strategic Roadmap**

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**Kerry O'Connor**  
Updated April 12th 2016

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**Kerry O'Connor**  
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