

What Smart Cities Is To Atlanta: Past, Present, and Future



Adie Tomer

BROOKINGS





THIS WORLD
IS FULL OF HOPE
LET'S BEGIN TO
PROCEED WITH
POSITIVE VIBES



1

Do We Know What Smart Is

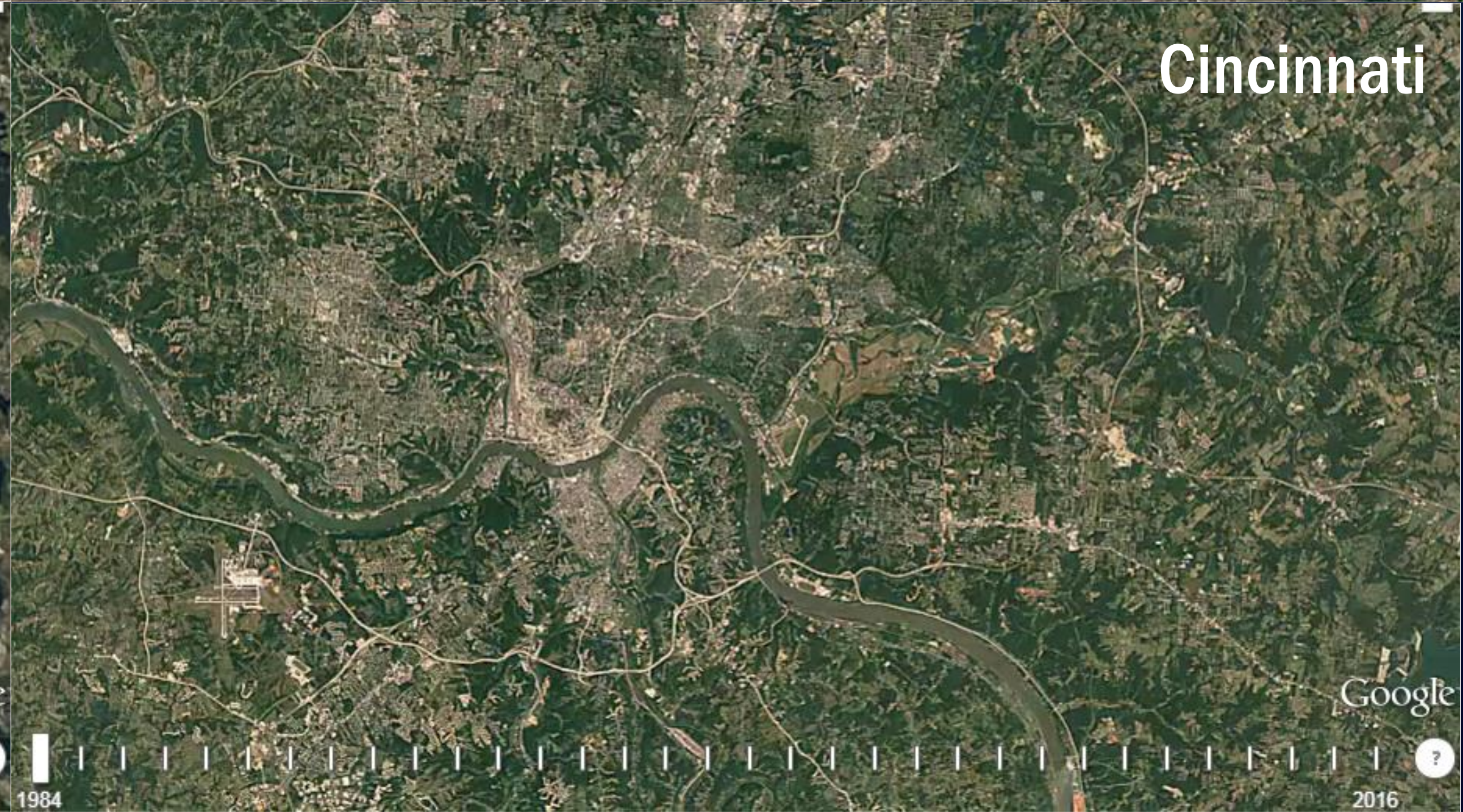
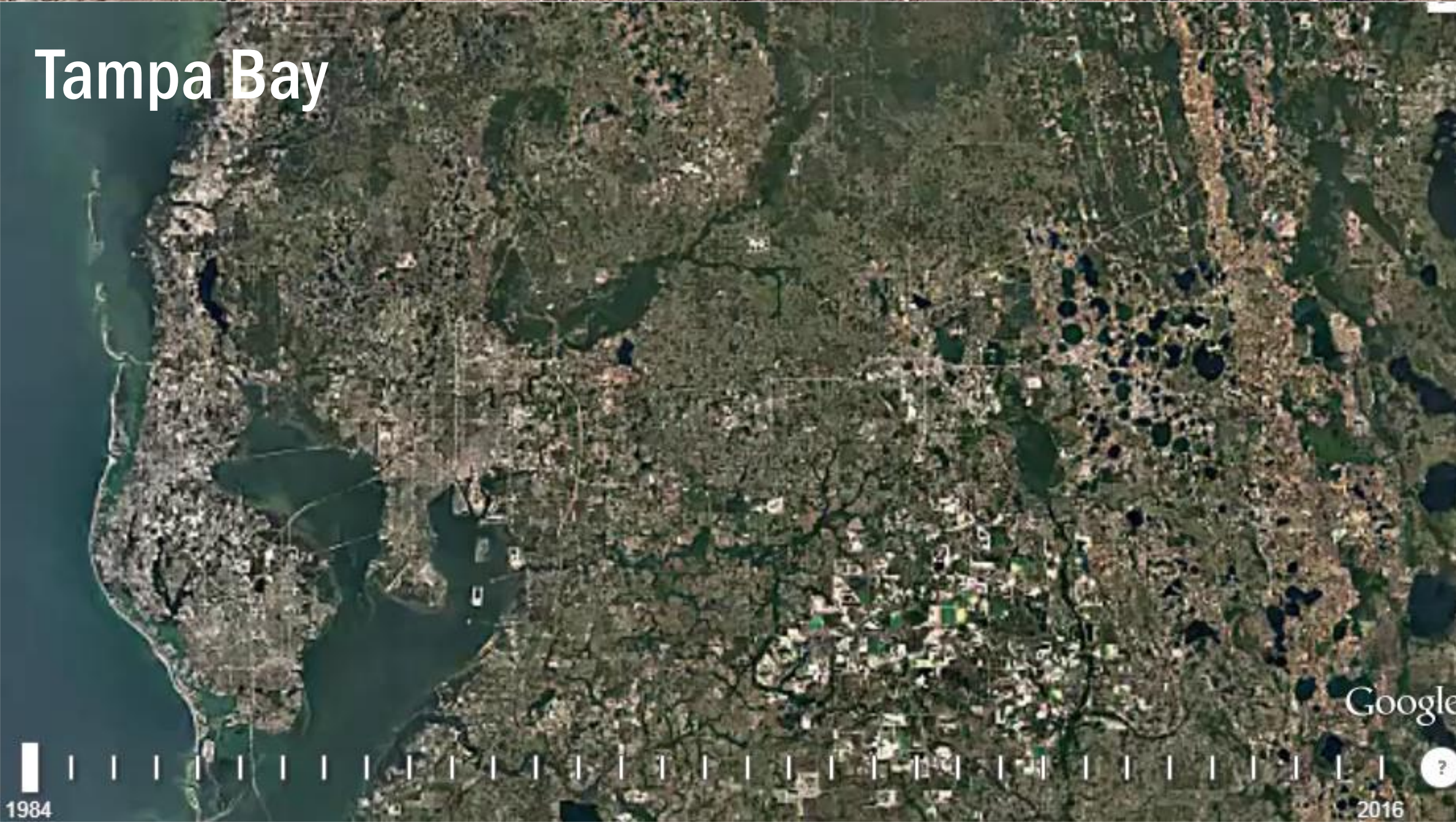
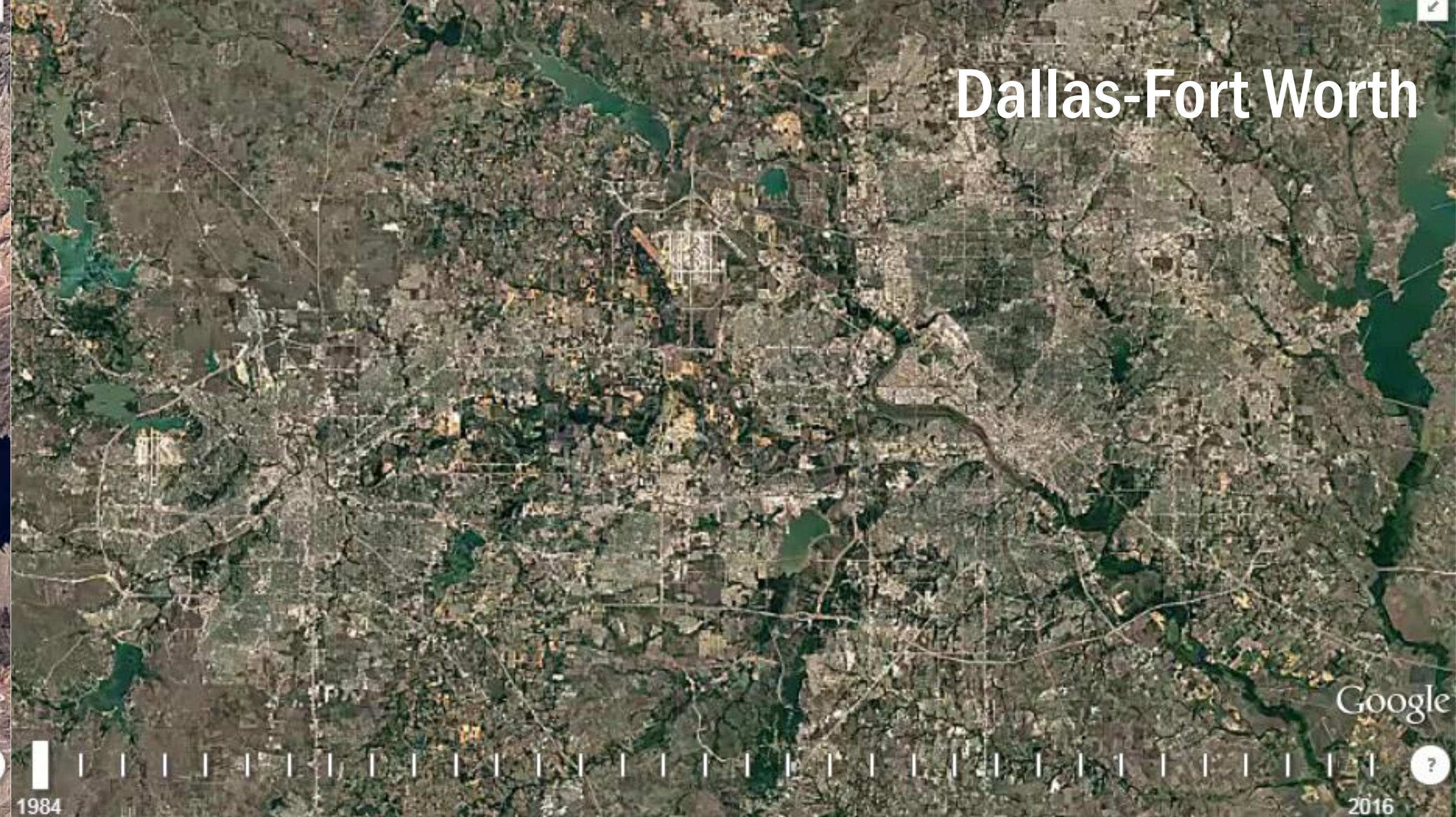
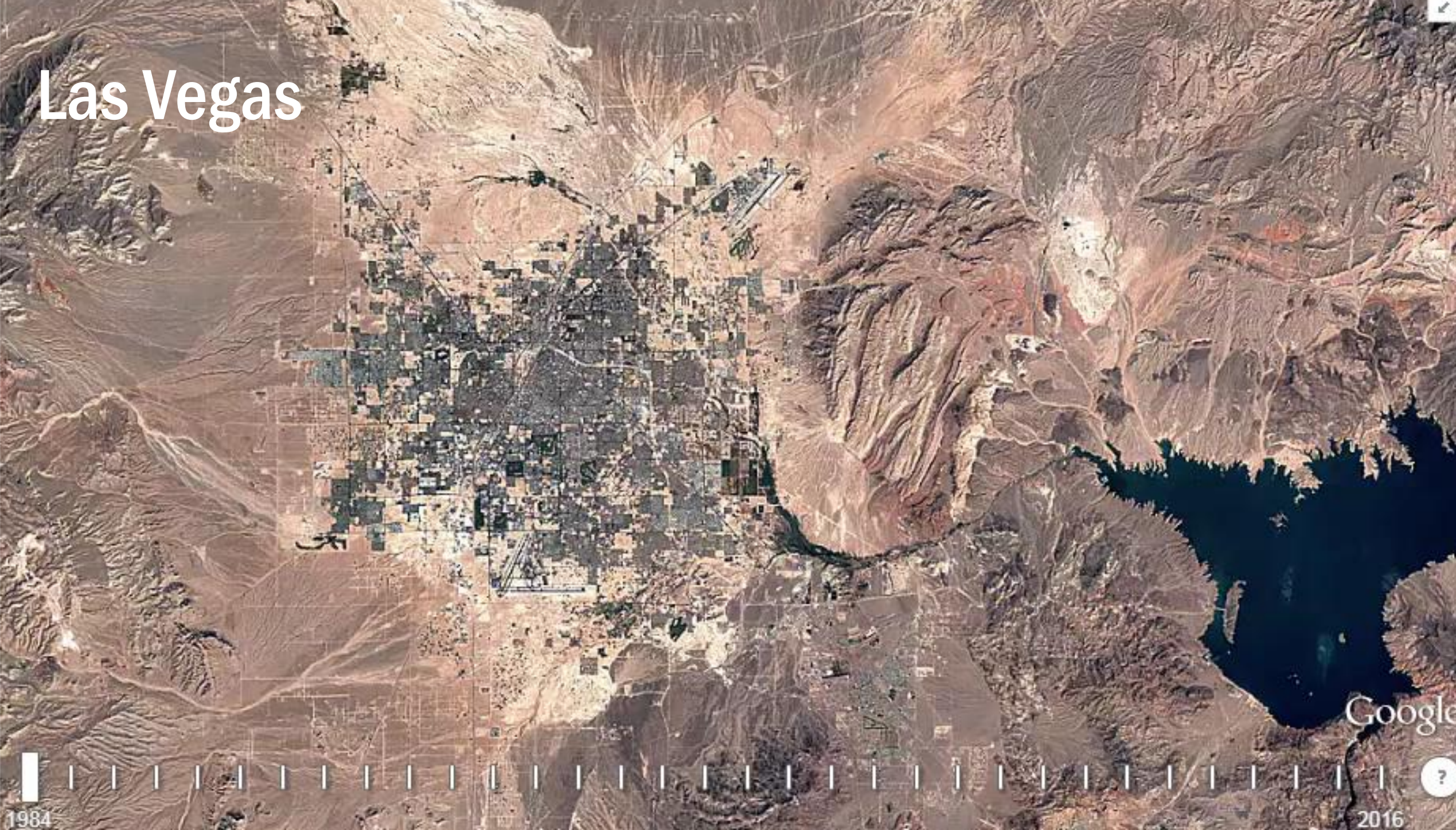
2

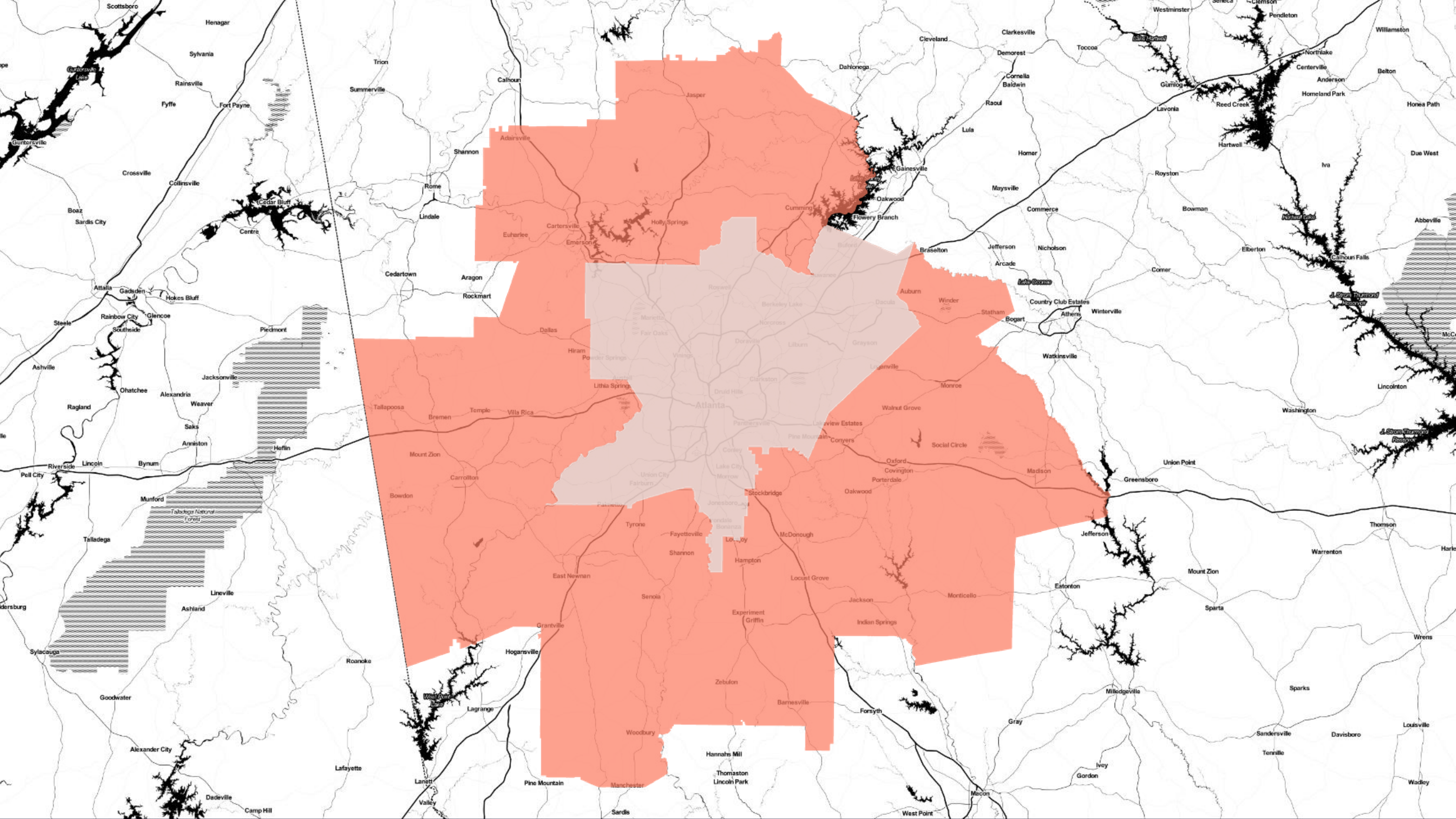
Promise Meets Hype

3

What's Next

A **smart city** is a municipality that uses information and communication technologies to enhance the quality and operation of urban services.



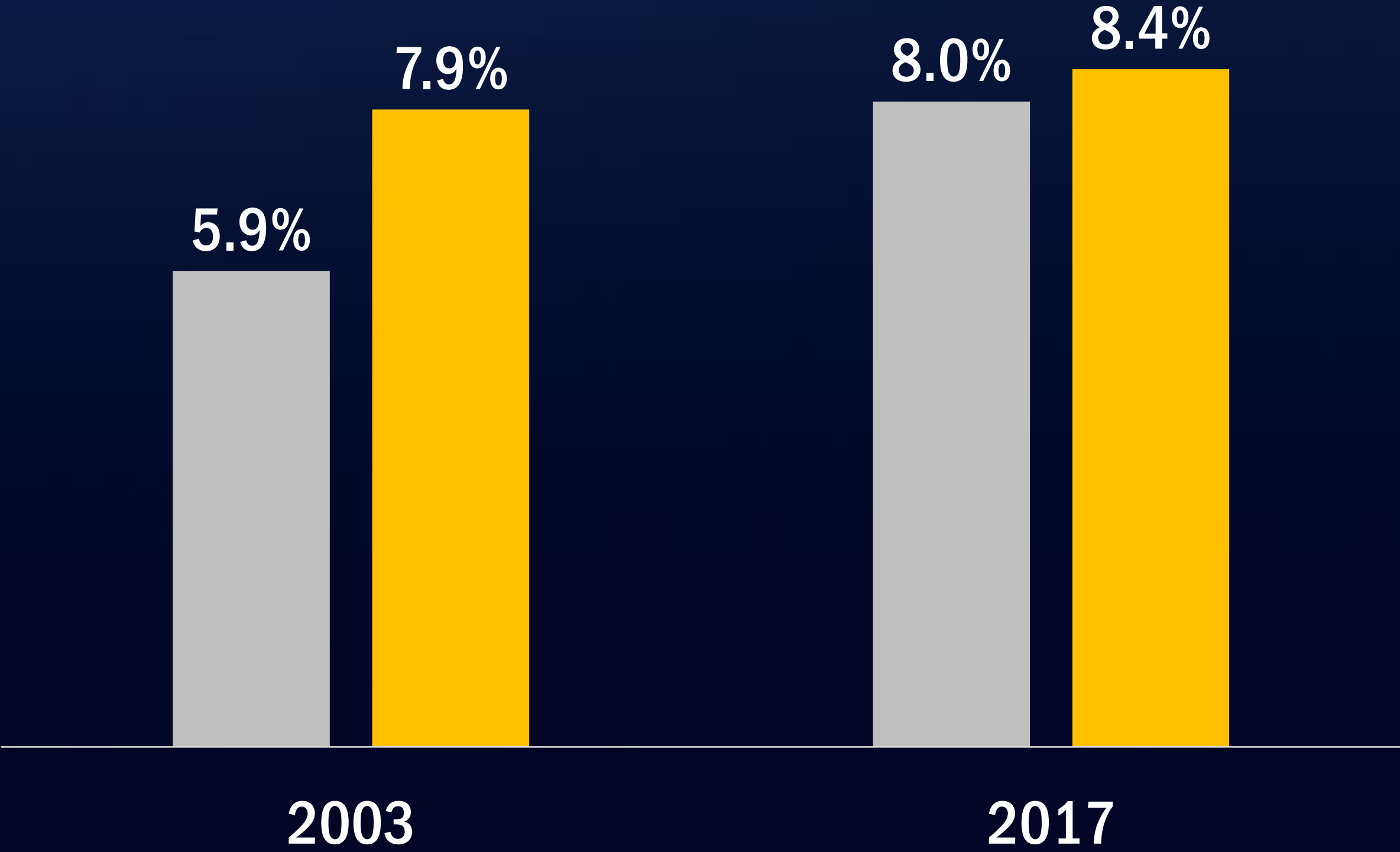


Continue to pursue global economic competitiveness



Exports' Share of GDP

■ Atlanta ■ U.S.

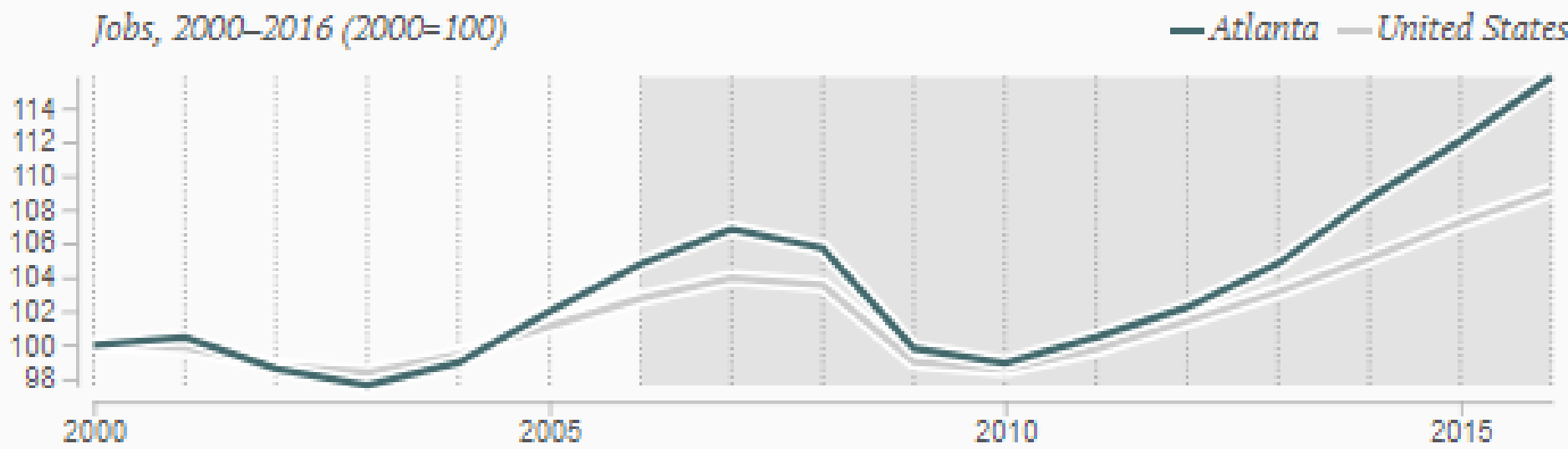


Address shared prosperity and more inclusive opportunity

Growth in the Atlanta metropolitan area, 2006–16

30th OVERALL	JOBS 30th +10.6%	GROSS METROPOLITAN PRODUCT (GMP) 42nd +11.2%	JOBS AT YOUNG FIRMS 38th -14.1%
------------------------	-------------------------------	---	--

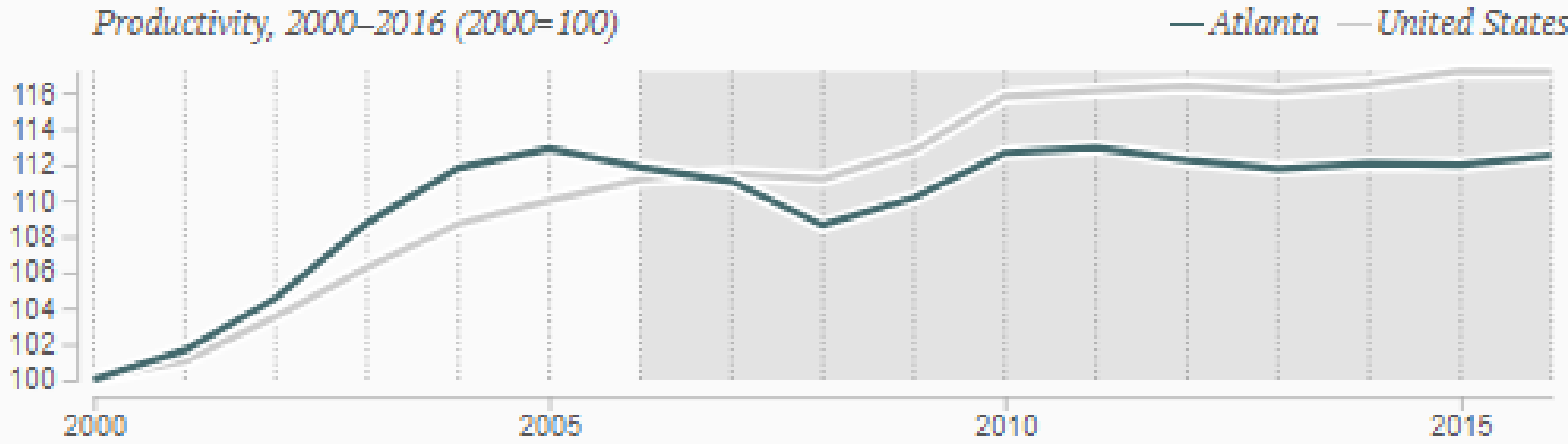
Show definitions ▶ Tap an indicator tile to view its trend line



Prosperity change in the Atlanta metropolitan area, 2006–16

78th OVERALL	PRODUCTIVITY 78th +0.6%	STANDARD OF LIVING 79th -5.3%	AVERAGE ANNUAL WAGE 58th +6.3%
------------------------	--------------------------------------	--	---

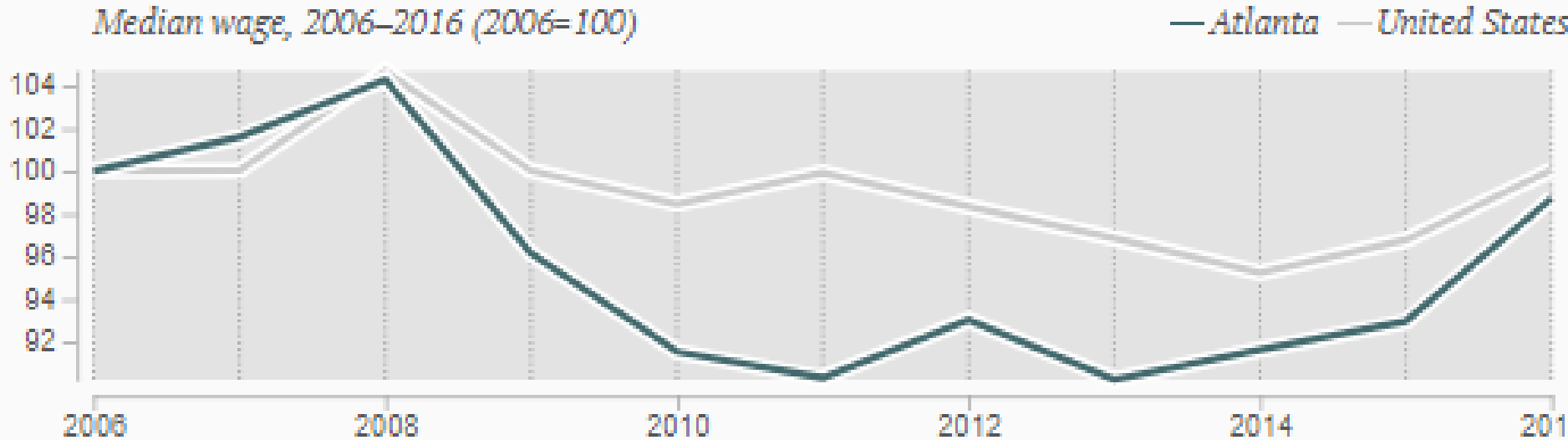
Show definitions ▶ Tap an indicator tile to view its trend line



Inclusion change in the Atlanta metropolitan area, 2006–16

79th OVERALL	MEDIAN WAGE 68th -1.3%	RELATIVE POVERTY 90th +5.0%	EMPLOYMENT RATE 53rd -0.1%
------------------------	-------------------------------------	--	---

Show definitions ▶ Tap an indicator tile to view its trend line



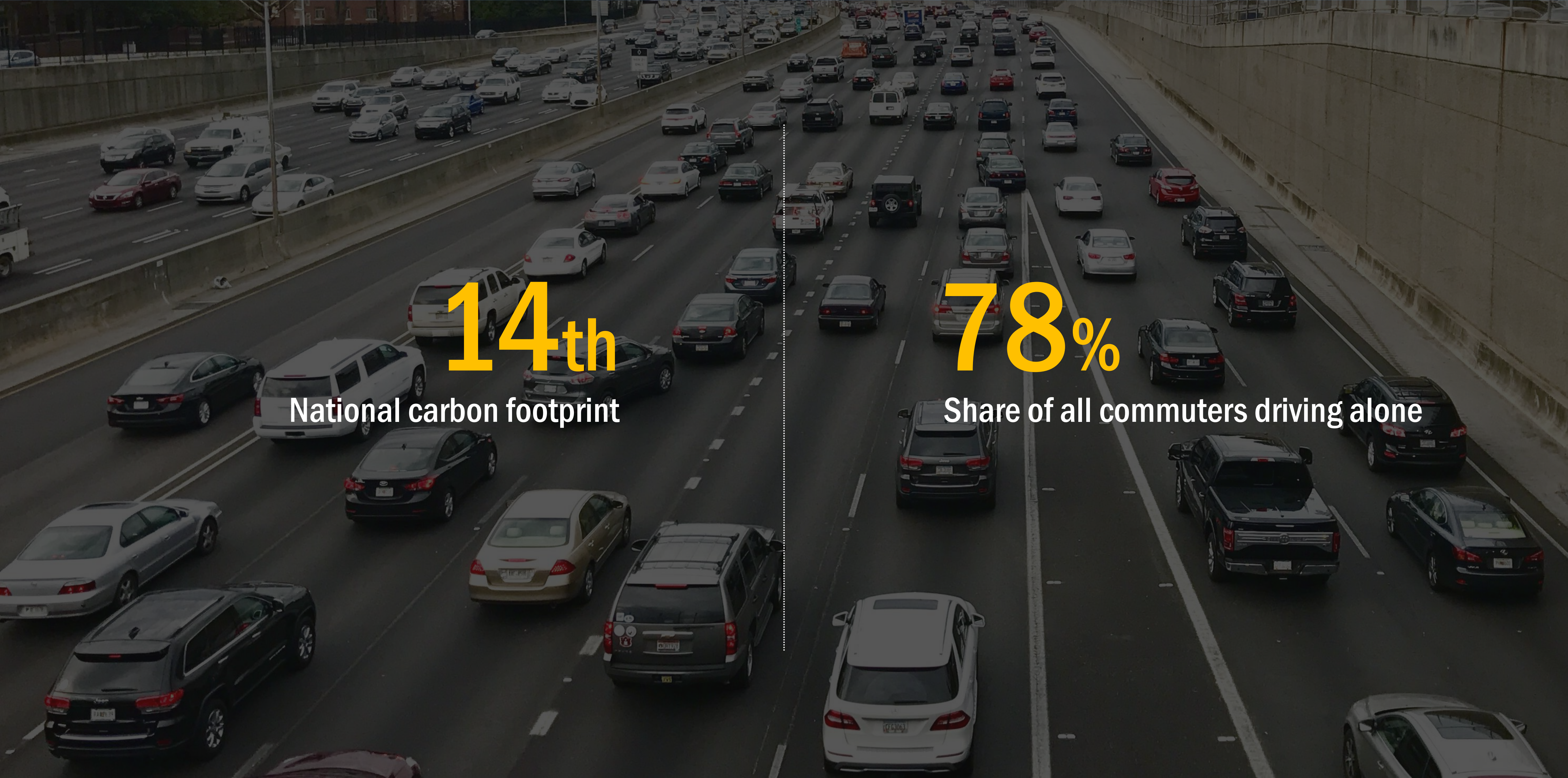
Pressing environmental concerns

14th

National carbon footprint

78%

Share of all commuters driving alone



Collaboration is essential



Private



Public



Civic

Smart regions use information and communication technologies to improve shared economic, social, and environmental outcomes.

1

Do We Know What Smart Is

2

Promise Meets Hype

3

What's Next

Changing transportation habits



28%

Share of 18-49 year-olds who have used ride-hailing apps

55

Bikeshare systems in the U.S.

43%

Share of adults who work remotely at least part of the time

Source: US Census, Pew Research Center, NACTO, and Gallup

Emerging building management systems

6%

Potential GhG Emissions Reductions from Building Automation

15%

Potential Water Consumption Reductions

Sensors redefining entire industries

15-20%

Potential reductions in unrecycled waste



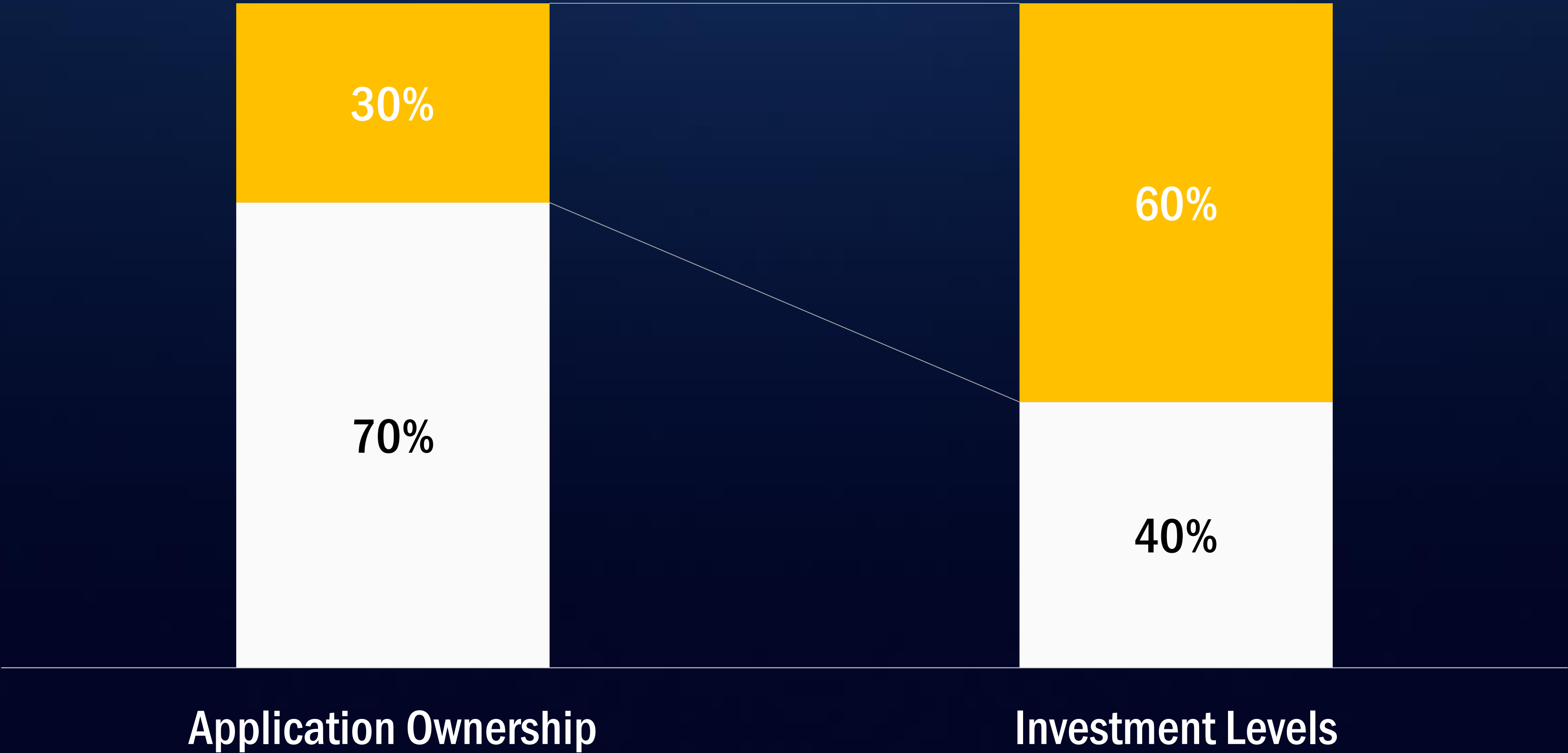
80-90%

Untapped digital potential in healthcare



Enormous business opportunities

■ Public ■ Private



Source: McKinsey Estimates

Digital connections and knowledge are uneven

70+ mil

Population in low-broadband neighborhoods

64%

National smartphone adoption



Government must modernize its approach to data

Data
Collection



Aggregation &
Anonymization



Procurement



Calibration &
Validation

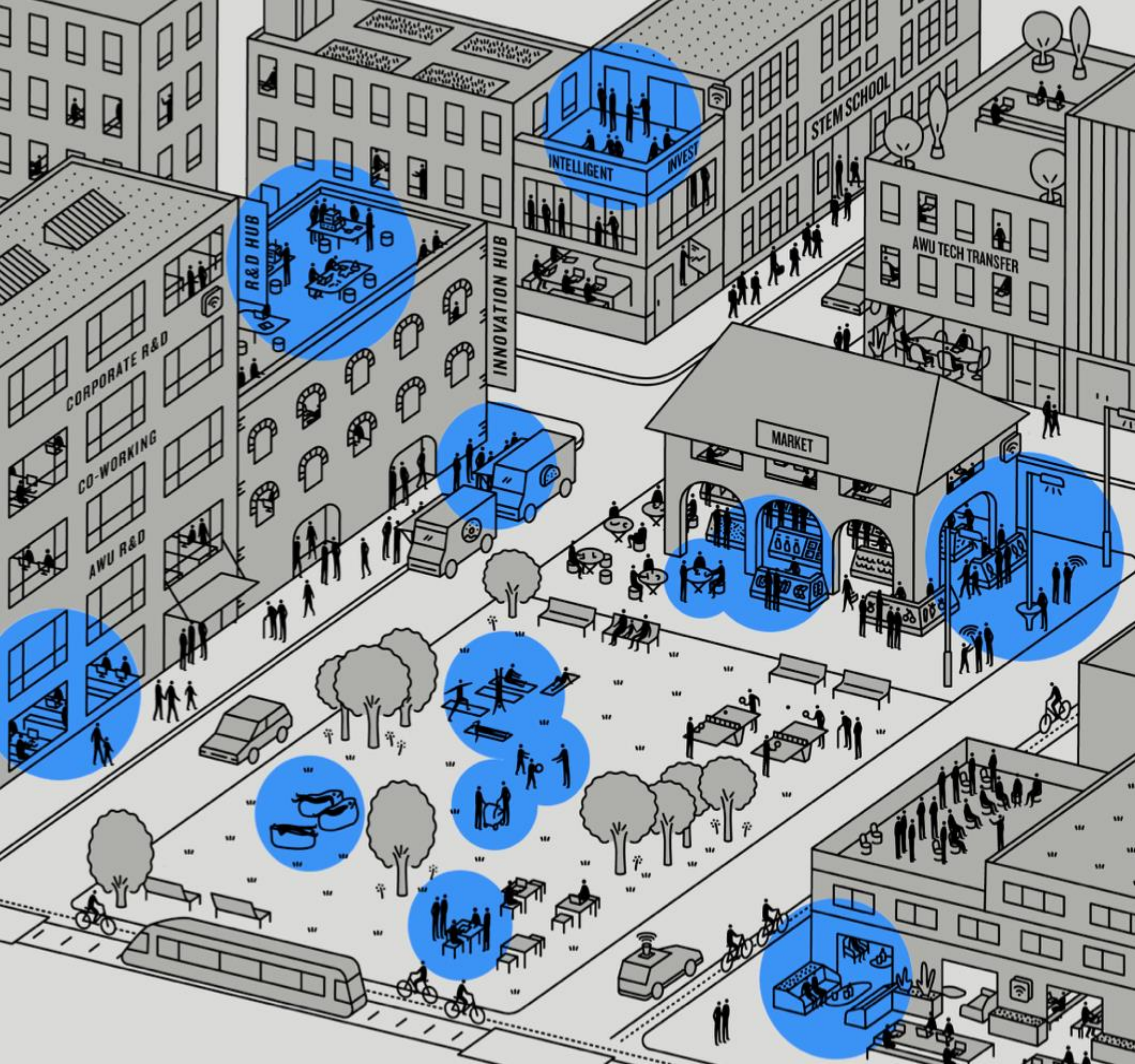


Analytics



Integrate with
Decisions





Sensors are easy to
deploy ...



Sensors are easy to
deploy ...

especially compared to
rebuilding private
buildings ...



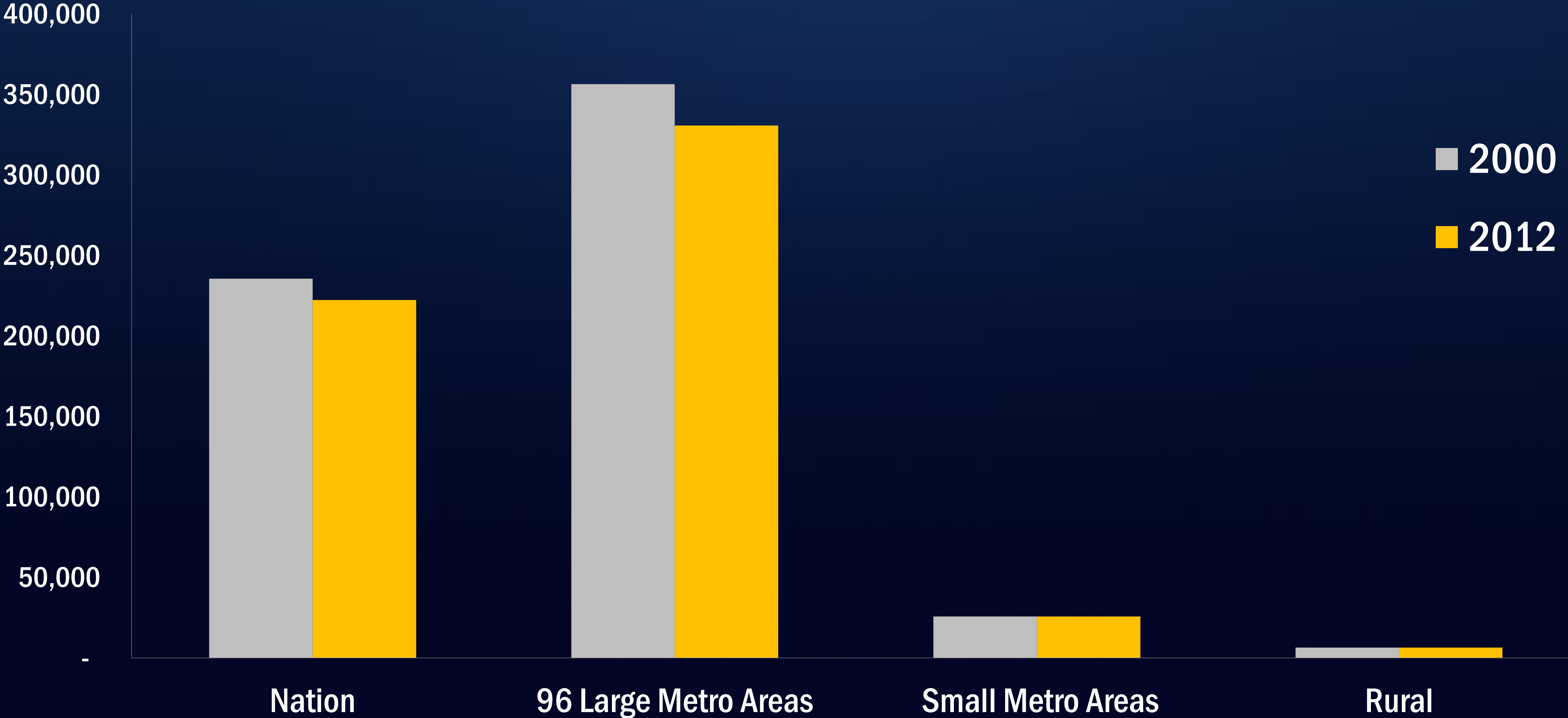
Sensors are easy to
deploy ...

especially compared to
rebuilding private
buildings ...

and public right of way.

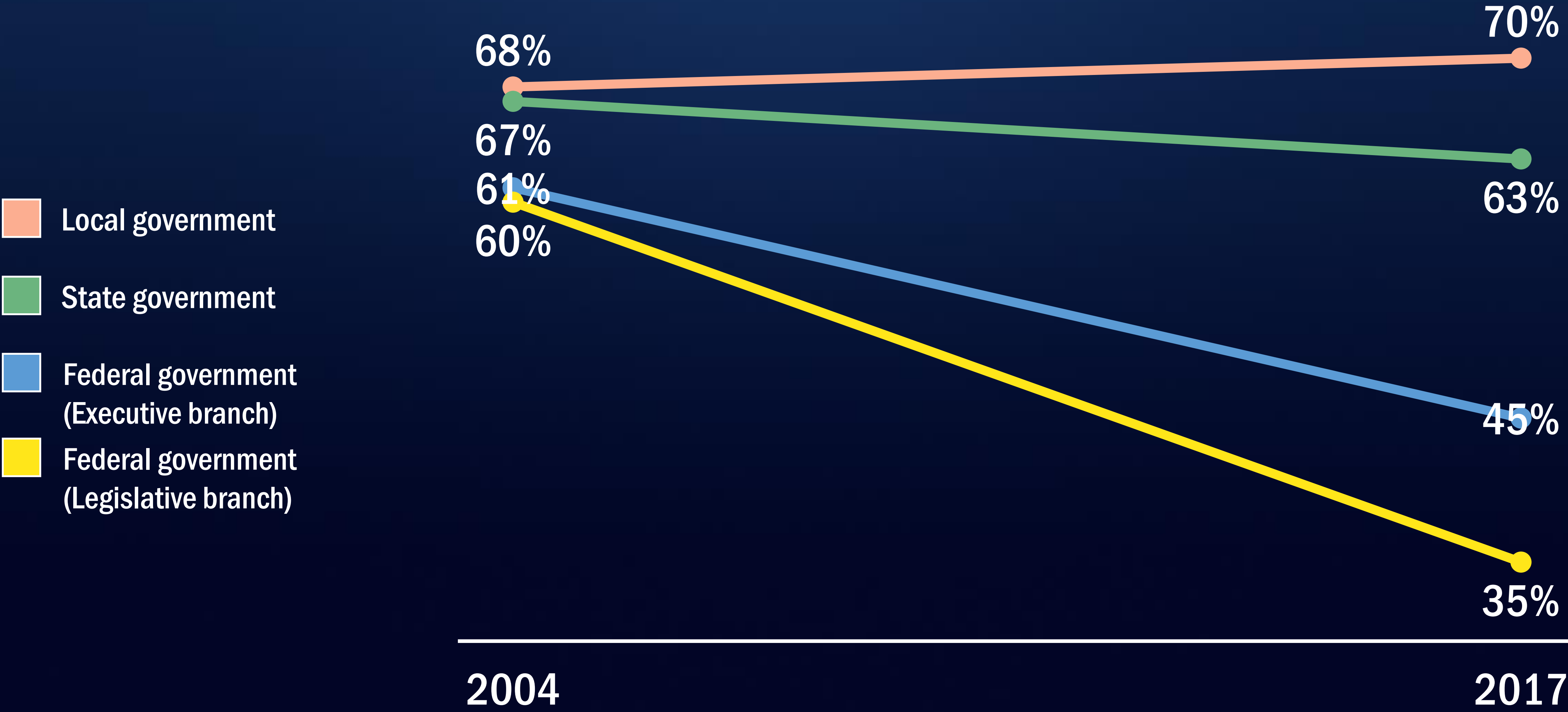
Path dependencies are difficult to break

Number of jobs near the typical resident in 2000 and 2012, by community type



Source: Brookings Institution analysis of 2000 and 2012 ZIP Business Patterns data

Public trust is difficult to build, easy to lose



Source: Gallup



1

Do We Know What Smart Is

2

Promise Meets Hype

3

What's Next

Extensive efforts underway

Atlanta
Create through

ATLANTA
EXP
GLOBAL

Partnership for Southern Equity
TOGETHER WE PROSPER

GROWING THE FUTURE:
The Case for Economic Inclusion in Metro Atlanta

METRO ATLANTA
INTERNET OF THINGS & MOBILE

Atlanta offers a world-class, collaborative ecosystem of big brand digital media leaders, technology powerhouses, universities and dynamic startup community that results in an unsurpassed location drive mobile innovation on a large scale.

Atlanta companies drive fundamental innovation in mobile 52B infrastructure with particular strength in financial technology, healthcare and logistics. Headquarters like AT&T Mobility and AirWatch by VMware drive broad, explosive growth.

Atlanta has a critical mass of digital professionals and university talent building the future of mobile.

Atlanta has a thriving startup ecosystem with more than 1000 tech startups.

Atlanta offers a world-class, collaborative ecosystem of big brand digital media leaders, technology powerhouses, universities and dynamic startup community that results in an unsurpassed location drive mobile innovation on a large scale.

Accenture
Airwatch by VMware
AT&T
Autotrader
Cisco
CNN
The Coca-Cola Company
Cox
Delta
First Data
General Electric
GlobalPayments

The Home Depot
IBM
Intercontinental Hotel Group
NCR
Panasonic
Qualcomm
Secureworks
Southern Company
Turner
UPS
Verizon
The Weather Channel

KEY STATS

- #3 city expected to make the most of emerging Smart City and IoT Tech-Start
- \$6.5B coming to Atlanta from Verizon, Sprint, and AT&T
- #3 city projected to become tomorrow's tech mecca (Forbes)
- #1 in US for the number of devices to home networks

MAC STAFF

CYNTHIA CURRY
Director, IoT Ecosystem Expansion
404.585.8424
ccurry@macoc.com

DAVID HARTNETT
Chief Economic Development Officer
404.585.8444
dhartnett@macoc.com

CITY OF ATLANTA
55 TRINITY AVENUE, SW
ATLANTA, GA 30303
404.138.6208 Fax: 404.453-7705
Internet Home Page: www.atlantaga.gov

February 28, 2018

ATTENTION INTERESTED PROPONENTS:

Your firm is hereby invited to submit to the City of Atlanta (the "City"), Department of Procurement (the "DOP"), a proposal for FC-10361, Atlanta SMART City Strategic Infrastructure Initiative. The City is soliciting proposals from qualified firms to provide the following service:

The City of Atlanta (the "City"), Department of Procurement ("DOP") on behalf of the Department of Public Works ("DPW") is soliciting Request for Proposals from qualified for-profit and nonprofit entities in forming business relationships and/or partnerships with the City to assist in planning, funding, developing, monetizing (assets of the city and vertical infrastructure of the City's strategic partners) and possibly help operate and maintain next-generation "Smart City" projects that will apply technology to enhance government performance and enable residents, organizations, educational institutions and businesses to engage more effectively and actively with the City. The impacted entities could include Invest Atlanta, the Atlanta Beltline, Department of Watershed Management, the Department of Public Works, the Hartsfield-Jackson Airport, Atlanta Police Department, Atlanta Fire & Rescue Department, Atlanta Housing Authority and projects supported by the Renew Atlanta infrastructure bond.

A Pre-Proposal Conference will be held on Thursday, March 13, at 10:00 a.m., at the DOP's Conference Room in Suite 1900. The purpose of the Pre-Proposal Conference is to provide proponents with detailed information regarding the project and to address questions and concerns. There will be representatives from the DPW, the Office of Contract Compliance, the Ethics Office, Risk Management and AWDA available at the conference to discuss this project and to answer any questions. Proponents are urged to attend the Pre-Proposal Conference.

Proponents will be allowed to ask questions during the Pre-Proposal Conference. However, please note that oral answers to questions during the Pre-Proposal Conference on **March 13, 2018**, are not authoritative. The last date to submit questions in writing is **March 15, 2018**, by noon EST.

Your response to this Request for Proposals must be submitted to designated staff of the Department of Procurement at 55 Trinity Avenue, S.W., City Hall South, Suite 1900, Atlanta, Georgia 30303, no later than 2:00 p.m., **Tuesday, March 27, 2018**.

Follow us on Twitter @ATLProcurement and Facebook @ City of Atlanta Department of Procurement

DATA SCIENCE FOR
SOCIAL GOOD

ATLANTA

A map of Georgia showing county boundaries and names. A large, irregular area in the central and eastern parts of the state is shaded in a solid red color. This shaded area includes counties such as Jasper, Adams, Cumming, Gwinnett, and others. The text "How will you collaborate?" is overlaid in white, bold font in the center of the map.

How will you collaborate?



What will you build?



Images: Alexander Pidgeon, Andrew Gook, Xochi, Victor Sanchez Berruero, and Denys Nevozhai on Unsplash, IDuke on Wikipedia Commons



Who will pay?



What Smart Cities Is To Atlanta: Past, Present, and Future



Adie Tomer

BROOKINGS