

Your Strategy

To set your community up for smart cities success, narrow your scope, prioritize your projects and line up funding sources. This requires a comprehensive evaluation of past projects, pain points, processes, people and funding possibilities. Here are some questions for getting started.

Past projects

- What smart projects have already been executed? What were the results, positive and negative, particularly in the area of data sharing?
- Have technology platforms been launched that serve more than one department or agency? How successful were they?

Pain points

- What are your community's main pain points related to public services, transportation and utilities?
- Does the pain point affect only one part of your community or does it cross municipal boundaries?
- Which public and private entities does the pain point involve?
- Do you have a relationship with a public or private entity that can be leveraged again?

Processes

- Does a common smart cities vision exist in your community?
- What are your current constraints in procurement—e.g. difficulties collaborating across departments?
- Do you have open policies for data and processes for governance?
- Do you have a marketing plan? Think about how you plan to share updates publicly to raise awareness, increase visibility and build momentum.
- Do you have a modernized infrastructure plan?

People

- Do you have an assigned smart cities champion?
- Do you have relationships with local universities or innovation councils?
- Does your project deliver value across the community or only to a specific segment?

Joining forces for project financing

Several partnership options are available with various finance structures and return on investment requirements:

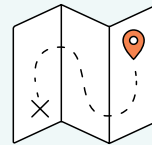
- + **Cross-sector development partnerships:** Public, private, and/or nonprofit institutions in which partner organizations commit various resources and agree to work cooperatively toward common development goals.
- + **Public-private partnerships:** Here government agencies and the private sector work together to deliver goods or services to the public.
- + **Private and public (federal and state) grant opportunities:** A government department, corporation, foundation or trust gives a qualifying nonprofit entity, educational institution, business or an individual funding they don't have to pay back.

Define the scope for funding opportunities



Step 1

Research the financing strategies for your city's projects.



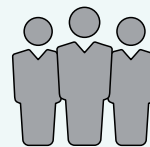
Step 2

Map these against your project's needs: automation, data connectivity, data exchange/sharing, electronic information.



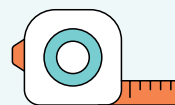
Step 3

Find out how project financing is granted in your community, including the process for renewals.



Step 4

Assemble your leadership team, including partners in the private sector and academia as applicable.



Step 5

Determine your project parameters by finding out your city's budget for funding franchise initiatives and operating budget for voice, data, video, etc.