Making It Work in Your Community: Smart Public Services

Step 1:
Look at the bigger picture.

What resources will you need to create your new smart public service? Does the infrastructure and connectivity already exist for accessing the service, or will it need to be developed?

Before you start developing a new smart service, review all of your organization's master plans to see how your project fits in. For example, a smart lighting project might fall under a larger energy plan. In this way, you leverage resources, align goals and avoid reinventing the wheel.

Step 2:
Know what you're working with.

Take an inventory of:

- ☐ Infrastructure (e.g., light poles, parking spaces)
- ☐ Improvements to date
- ☐ Costs (e.g., capital expenditures, ongoing operating costs, maintenance)
- ☐ Plans your community already has in related areas
- ☐ The amount of funding you will need to get to your goals

Be sure to evaluate the right-of-way (ROW), the easement granted over public land or property for transportation purposes, electrical transmission lines, oil and gas pipelines, and telecommunications networks.

- ☐ Are multiple stakeholders or property owners involved in ROW?
- ☐ How does your organization currently manage ROW?
- ☐ How strong are ROW relationships? What can be improved?

Step 3:
Prioritize security.

Creating a cybersecurity plan during the design phase of your project is a good way to protect the public services on your community's network. Specific to wireless connectivity, public service IoT devices should be certified to CTIA Cybersecurity Certification Level Two or Level Three. This provides proper management, oversight and integration with your existing cybersecurity systems.

Consider certifying:

- ☐ LED motion detection streetlights
- ☐ Police and traffic cameras
- ☐ Gunshot detection sensors
- ☐ Smart parking meters
- ☐ River overflow monitoring devices
- ☐ Vehicle tracking devices

10 steps for getting started

Apply the framework from the Baltimore Bright pilot to your project.

1. Identify your team across stakeholders, departments and vendors
2. Set your goals
3. Determine your project locations
4. Provide specifications to your vendor(s)
5. Install the equipment
6. Schedule training
7. Schedule ongoing check-in calls and workshops
8. Analyze data
9. Finalize outcomes and results
10. Identify what's next