How Digitization is Transforming State & Local Government

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NCSL Conference
State Government Challenges

- Budget Concerns/Fiscal Conditions
- Public-Private Partnerships
- Technology -> cost efficiencies + new revenue streams
- Workforce
  - 60% eligible to retire in the next 5-10 years
  - Jobs for new work force
- Pace of Technology Change is too FAST!
  - Disparate IT systems -> Consolidation
Digitization turns information into actions…creating new capabilities, richer experiences, and unprecedented economic opportunity.

“By 2020, 75% of organizations will be digital or will be preparing to become digital.”

Source: 2020 Report; Shaping Tomorrow

Cities around the globe are becoming digital to create new revenue streams and to deliver better citizen experiences and new operating models to drive both efficiency and value.
We’ve Been “Going Digital” for a Long Time

Past

Computing

Telecom

Present

Education

Hospitality

Future

Manufacturing

Transportation
Foundational Capabilities Needed

- Connectivity
- Automation
- Collaboration
- Security
- Analytics
What is the Digital Business Transformation Today?

New & Personalized Customer Experience
Leads To:
Increased Satisfaction
Greater Insight

Transform Processes & Business Models
Leads To:
Faster Time to Serve
Leaner Operations

Empower Workforce Efficiency and Innovation
Leads To:
Increased Productivity
Better Retention
The Value Proposition

**Communities**
- Lower energy costs
- Reduced maintenance costs
- More revenue from city services
- Greater citizen compliance
- Better leverage of existing assets
- Greater compliance results in more paid parking hours and more revenue

**CITIZENS**
- Safer streets and neighborhoods
- Improved mobility and greater quality of life
- Lower environmental impact
- Enhanced economic opportunities
- Improved digital access
- Faster parking through dynamic, real-time parking apps leading to reduced traffic, fuel consumption and frustration

**CITY OPERATORS & LAW ENFORCEMENT**
- Improved situational awareness
- Better-informed decision making
- Empowerment and actionable information to optimize city operations
- Easier collaboration
- Improved compliance enforcement
- Enhanced ability to meet city safety, mobility and revenues goals

**SYSTEM-WIDE SUSTAINABILITY**
- **Environmental**
  - Reduced carbon emissions, resource consumption
- **Social**
  - Reduced congestion; improved traffic flow and mobility, information access, sense of safety, quality of life
- **Economic**
  - Improved planning, better ROI and greater savings for city reinvestment
# Value Creation—Benefit levers and impact

<table>
<thead>
<tr>
<th>BENEFIT LEVER</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real time pricing</td>
<td>Improvement in per hour rate per parking spot</td>
</tr>
<tr>
<td>Better parking enforcement via video-based monitoring</td>
<td>Increased violation revenues</td>
</tr>
<tr>
<td>Savings in enforcement staff salary cost</td>
<td>Centralized rate setting</td>
</tr>
<tr>
<td>Social benefit: Reduced commuter delays and costs</td>
<td>Lower on-ground staff requirement</td>
</tr>
<tr>
<td>Social benefit: Lower fuel consumption</td>
<td>Less time to find a parking spot improves quality of life</td>
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<tr>
<td>Lower electricity consumption</td>
<td>Energy savings</td>
</tr>
<tr>
<td>Lower replacement costs</td>
<td>Longer lived / lower maintenance overhead costs</td>
</tr>
<tr>
<td>Reduced night patrol requirement</td>
<td>Lower on-ground staff requirement</td>
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## Smart Parking

**Social benefit:** Reduced commuter delays and costs
- Reduced travel equals reduced fuel usage and pollution

## Traffic Incident Management

**Social benefit:** Lower fuel consumption
- Decreased congestion reduces fuel consumption and pollution
- Decreased congestion improves access to work, recreation, and businesses for greater quality of life

## Street Lighting

**Energy savings**
- Lower on-ground staff requirement

**Reduced replacement costs**
- Longer lived / lower maintenance overhead costs

## Citizen Engagement Platform

**Revenue generated through platform transaction fees**
- Revenue generated through ad impressions
- Revenue generated on ad clicks
- Revenue generated through premium features on tourist app

## Mobile App

**Mobile App transaction revenue**
- Revenue generated through platform transaction fees

**Mobile Ad revenue**
- Revenue generated through ad impressions

**Mobile Click-Through Revenue**
- Revenue generated on ad clicks

**Tourist App Revenue**
- Revenue generated through premium features on tourist app

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Enabling additional opportunities for citizen engagement

To Engage, Inform, Protect and Revitalize

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<th>Emergency Notifications</th>
<th>Smart Screens Localized and Personalized</th>
<th>Empowered Small Businesses</th>
<th>Real-time, Location-Aware Urban Apps</th>
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**INTERACTIVE PLATFORM:**
Integrates information from open government programs, local businesses, and citizens
**Law Enforcement Solution Benefits**

**Video Arraignment:** Improve efficiency and safety of public by eliminating transportation for arraignments

**Remote Hearings:** Improve law enforcement and court efficiency by delivering face-to-face hearing experience reducing travel and staffing costs

**Interpretation/translation services:** Engage translation resources at the time of need no matter where translators are located

**Digital Evidence Presentation:** Enable high quality display of digital evidence and information to support law enforcement and court procedures

**Agency Meetings and Communications:** Conduct meetings with all of the richness of actually being there without the need to travel
Corrections Solution Benefits

**Healthcare:** Reduces off-site transports to ER’s, Clinics and specialist by up to 40% from traditional on-site and provider traveled services.

**Hearings:** Reduces transports off-site for arraignment and procedural hearings legally allowed by law.

**Probation/Parole:** Reduces movement of officers tracking in the field; changes aspects of reporting to be accomplished by video from police stations and other government buildings throughout area of coverage.

**Safety/Security:** Reduces contraband and offsite security concerns due to movement of inmate within and outside of facilities.
Q&A
Thank you
How many people are moving into cities around the globe… per hour?
A. 10 people/hour
B. 100 people/hour
C. 1,000 people/hour
D. 10,000 people/hour
Cities worldwide are urbanizing at the rate of 10,000 people per hour!

Equivalent to one new LONDON every month!
Challenges

Cities are facing rapid urbanization, economic constraints, and environmental sustainability.

- Rapid growth puts pressure on city infrastructure, making it harder to maintain citizen quality of life.
- There's a greater need to manage carbon footprint and improve sustainability.
- Boosting the livability index is more crucial than ever to retain and attract trade, commerce, and talent.

The ability to improve city infrastructure management is crucial to defining and achieving social, environmental, and economic success.
By harnessing the power of digitization…
Cities can create a fully connected environment.
Solutions in Action
Upload Success!
The City of San Diego
Public Parking
Thanks,
Chaz
6:30pm (15 mins)
Hi Chaz,

Thank you for your business!

20% off
One item in store. Expires Friday, July 18.

Thanks,
Jake
High passenger count at stop 233PP-SD stadium.
Reroute more busses to this stop?
OK
From: Train Station
To: Home
1 mile (20 min)

Lights: 5 / 15 Out
Crime Rate: 5.7
Emergency Call
Send Emergency Responders?
OK