

2nd Annual

Key technology advances, success strategies, case studies, and directions forward

# Smart Cities International Symposium & Exhibition

January 17-18, 2018 CHICAGO



The **2nd Annual Smart Cities International Symposium & Exhibition**, January 17-18, 2018 in Chicago brings together thought leaders and practitioners from around the world to explore the most recent technology advances, business models, and lessons learned to date in making the Smart City a reality. Expert speakers will examine the experiences of municipal governments who are pushing the envelope and moving toward actual implementation of the Smart City vision. The emphasis is on implementation strategy, case studies, best practices, and the development of compelling business models for transitioning to the 21st Century Smart City.

## Topics to be Addressed Include:

- Leveraging the smart energy grid for other municipal applications
- Smart lighting advances, platforms and business models
- Smart transportation and parking
- Environmental monitoring and waste management
- IoT applications and communications networks for enabling the Smarter City
- Learning from the leaders: key smart city developments around the world
- Market trends and growth drivers: challenges and opportunities
- Phased, cost-effective approaches: efficiency measures that can fund additional steps
- Building a culture of performance via data analytics and benchmarking
- Enhancing sustainability, accessibility and livability
- Key emerging technologies and applications
- And more



*"Very high quality speakers, well designed and organized, very professional attendees -- the dialog has been amazing. An impactful, meaningful use of my time to attend."*

*-- Jenn Toothaker, Project Manager, Tucson Department of Transportation*

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# Schedule at a Glance

Subject to change. Last update: 10/21/17

## Wednesday, January 17, 2018

7.30-8.30	Networking Continental Breakfast	
8.30-9.00	<b>Opening Keynote Address</b>	
9.00-9.30	<b>Building Tomorrow's Cities for Tomorrow's Citizens</b> - Seth Robinson, Sr. Director, Technology Analysis, <b>CompTIA</b>	
9.30-10.00	<b>Delivering the Promise of Smart Cities Through Urban Efficiency Outcomes</b> - Lisa Brown, Senior National Director, Local Government and Municipal Infrastructure, <b>Johnson Controls</b>	
10.00-10.30	Networking Coffee Break	
10.30-12.00	<b>Lessons from Smart City Mayors</b> - Moderator: Tom Dallessio President, CEO + Publisher, <b>Next City</b> (Mayoral panelists TBA)	
12.00-1.15	Networking Luncheon	
1.15-2.30	<b>The MaaS Effect on the Business of Transport</b> - David Leopold, Director, Project Management, <b>UI LABS</b> - David Katcher, General Manager, Chicago, <b>Lyft</b> - Andy Taylor, Strategy Director, <b>Cubic Transportation</b> - Adam Hecktman, Director of Technology & Civic Innovation for Chicago, <b>Microsoft</b>	<b>Data Driven Energy Efficiency</b> - Alex Frank, Program Manager, <b>UI LABS</b> - Daniel Woods, Governmental Affairs Analyst, <b>ComEd</b> - Additional panelist TBA
2.30-3.00	Networking Coffee Break	
3.00-4.30	<b>Fast-Forward Digital Progress - America's Needed Communications Upgrade</b> - Dan Littmann, Principal; and Jack Fritz, Senior Manager, <b>Deloitte Consulting LLP</b>	<b>How Smart Buildings Create Smarter Workers and Workplaces</b> - Brandon Tinianov, Vice President of Industry Strategy, <b>View &amp; Advisory Council</b> Vice-Chair, <b>USGBC</b>
	<b>Going Native: Citizens, Smart Cities, and Security</b> - David Bressler, VP, IoT Business, <b>CA Technologies</b>	<b>Turning Big Data Into Local Insights For Smart Cities</b> - Ms. Monali Shah, Director of Intelligent Transportation, <b>HERE</b>
	<i>Additional speaker TBA</i>	<i>Additional speaker TBA</i>
4.30-5.30	Drink Reception	

## Thursday, January 18, 2018

7.30-8.30	Networking Continental Breakfast	
8.30-9.00	<b>Keynote Address</b>	
9.00-10.15	<b>How Cities use Smart Cities Data to Support Climate Action and Sustainability Goals</b> - Moderator: Mital Hall, MSc, PMP, LEED AP O+M, Program Manager, <b>ecoPreserve</b> - Danielle DuMerer, CIO & Commissioner, Department of Innovation & Technology, <b>City of Chicago</b> - Charles Ramdatt, Deputy Director of Public Works - Transportation Engineer, <b>City of Orlando</b> - Cody Hooven, Chief Sustainability Officer, <b>City of San Diego</b> - Alexa Stone, President, <b>ecoPreserve</b>	
10.15-10.45	Networking Coffee Break	
10.45-12.15	<b>To Open Smart City Data Or Not</b> - Jason Hare, Open Data Evangelist, <b>OpenDataSoft</b> - David Portnoy, Founder, <b>Demand-Driven Open Data</b> - Paul Baker, CEO, <b>Webitects</b> - Mike Nawrocki, Vice President of Technology and Solutions, <b>ATIS</b>	
12.15-1.15	Networking Luncheon	
1.15-2.30	<b>Effective Strategies for Becoming a Connected Smart City</b> - Brian Peterson, Energy Practice Leader, GPD Group - Additional panelists TBA	- Representatives TBA from <b>City of Akron</b> and <b>City of Columbus</b>

2.30-3.00 Networking Coffee Break

3.00-4.15 **Progress Toward the Smart City: The Case Study of Texas**  
- Joyce Deuley, Founder & CEO, **Smart Texas Alliance**  
- Additional panelists TBA

## Session Details

*Note: Subject to change. Last updated 10-21-17*

### DAY 1 – Wednesday, January 17, 2018

**7:30-8:30 am** Networking Continental Breakfast

**8:30-9:00 am** **Opening Keynote Address**

**9:00-9:30 am** **Building Tomorrow's Cities for Tomorrow's Citizens**

Smart cities represent some of the most ambitious technology projects ever. As intelligent devices spread, physical infrastructure is becoming digitized and the general population is becoming tech-savvy. Based on recent research from CompTIA, this presentation will look at the possibilities and challenges that governments face in building smart cities, and it will also present viewpoints from the citizens' perspective that can impact decision making. Key Takeaways:

- Smart city projects that are gaining popularity
- Obstacles that cities are most struggling with
- How citizens view smart city initiatives

- Seth Robinson, Senior Director, Technology Analysis, **CompTIA**

**9:30-10:00 am** **Delivering the Promise of Smart Cities Through Urban Efficiency Outcomes**

Seventy percent of the world's population is expected to live in cities by 2050, but many are not yet prepared to make the required infrastructure investments. Suburbs have historically received more funding from state or government budgets, but city and municipal leaders are now facing the need to secure more money toward development in their urban cores. This is in part because many cities are plagued with outdated and inoperable infrastructure and technology, including vehicles used for public transportation and street lights that are leading to raised concerns for public safety.

Successful smart cities are those who recognize the importance of bringing together technology and sharing data in a holistic fashion, which in turn creates a safer and more pleasurable environment for residents and visitors alike. At the same time, city leaders will start to see economic growth, reduced carbon emissions and cost savings. This session will explore some recent smart city research findings from a Johnson Controls-led study of over 150 global city leaders. We will discuss what it takes to create a successful smart city by investing in a results-focused approach. Key leaning points:

- Understanding of global smart city investment drivers, barriers, and technology trends
- Tips on how to get the best plan for building a smart city and how to weigh investment vs outcome when it comes to technology solutions
- Ideas on how to improve the quality of life for city residents by taking an outcomes-focused view of smart cities
- Real life examples of cities that have used this model and the success they have seen

- Lisa Brown, Senior National Director, Local Government and Municipal Infrastructure, **Johnson Controls**

**10:00-10:30 am** Networking Coffee Break

## 10:30-12:00 pm **Key Lessons from Smart City Mayors**

This in-depth and interactive discussion session brings together mayors from leading municipalities around the country to examine Smart City initiatives, progress to date, and key lessons learned. The goal is to help attendees define and refine their Smart City transition strategies and build upon the success of those already on the path.

- Moderator: Tom Dallessio, President, CEO & Publisher, **NextCity**
- *Panelists to be announced*

## 12:00-1:15 pm Networking Luncheon

### Stream A

## 1:15 - 2:30 pm **The MaaS Effect on the Business of Transport**

You've heard the term MaaS, but do you really know what it means in the transportation industry? Go ahead, admit it, mobility is on your mind. The excitement in Mobility-as-a-Service (MaaS) is beyond the norm. MaaS isn't just a nice concept anymore - it's an international reality changing the way people think about mobility within the urban environment. It is not about how we transfer people from their cars to public transport, but more about a user centric view that allows the better planning and management of all modes of transport. A journey is no longer from A to B via a single mode, but can be considered as multiple single trips combined into one easy, pain-free journey. In this session, we'll define the sharing economy, access economy, on-demand economy - terms used interchangeably, though not always fully understood. We'll dive into the recent socio-economic shift that reinvented how and what we consume. And if that didn't hook you, how about we face reality and really hone in on the elephant in the room - a world where usage trumps possession, access rather than ownership is king and where consumers' immediate needs can be satisfied with the tap of an app. You in? Good. See you there.

- David Leopold, Director, Project Management, **UI Labs**
- David Katcher, General Manager, Chicago, **Lyft**
- Andy Taylor, Strategy Director, **Cubic Transportation**
- Adam Hecktman, Director of Technology and Civic Innovation for Chicago, **Microsoft**

### Stream B

## 1:15 - 2:30 pm **Data-Driven Energy Efficiency**

Advancements in technology are enabling consumers to have more choice and control over their energy usage. However, consumers tend to lack salience or the understanding of how they use energy, leading to a lack of participation in energy efficiency programs or energy saving opportunities. Today, a customer participation rate in energy efficiency programs of fewer than 10% tends to be the norm, with many programs far below that level. Given the benefits to customers and society that these programs are meant to confer, there is a need to improve customer adoption. Encouraging uptake of energy management programs requires something that can provide right-fit incentives, billing options, and technology presented in the context of their existing, often more pressing, needs, while aligning to specific customer behaviors, demographics, and socio-economic factors. How can advancements in data science improve the design, delivery, and communication of energy management opportunities to better engage customers and empower them to become their own energy managers? Key learnings include:

- The opportunities in collaboration between energy program providers and consumer data specialists
- Current challenges and failures in energy management program development
- How data science techniques can apply to energy management program design
- How a deeper understanding of the consumer can drive energy management program adoption and, more importantly, consumer empowerment

- Alex Frank, Program Manager, City Digital, **UI Labs**
- Daniel Woods, Governmental Affairs Analyst, **ComEd**
- *Additional panelist to be announced*

**2:30-3:00 pm**                      Networking Coffee Break

### **Stream A**

**3:00 - 4:30 pm**

## **Fast-Forward Digital Progress - America's Needed Communications Upgrade**

A dramatic acceleration in connectivity is underway. The number and types of network-connected devices are multiplying, with far-reaching implications on the ecosystem of wired and wireless technologies, products, and services. We see insatiable demand for media and information delivered anytime, anywhere, and flowing through any number of platforms and devices—from smartphones and wearables to smart cars and IoT-enabled sensors, lights, and meters. We are seeing smaller and less expensive chipsets leading to improved economics and more connections. 5G is rapidly approaching where cell sites will be better architected to manage the explosion in data and connections.

As the future of connectivity takes shape, it creates new demands on policymakers, the suppliers of connectivity, and solution providers. An estimated \$130-150 billion in fiber infrastructure is needed over the next 5-7 years to densify networks in our shift to 5G, improve competition, and help reduce the digital divide. Cities and policymakers will play a critical role in tackling these challenges and actualizing these goals. This session will discuss:

- Roles of local government and service providers who are bridging the connectivity gap
- New business models for operating / deploying communications services
- Potential economic equation and considerations of public-private investments

- Dan Littmann, Principal, Technology, Media & Telecommunications, **Deloitte**
- Jack Fritz, Future of Connectivity US Leader, Senior Manager, **Deloitte**

## **Going Native: Citizens, Smart Cities, and Security**

In this session we will provide a unique point of view, informed by real-world success stories, on how Smart City security can help to maximize the ROI of 'smart' projects while meaningfully engaging citizens. Smart City success will come from many micro mobile-interactions with the smart infrastructure rather than one monolithic smart-city solution. This usage pattern changes the security user experience for citizens, developers, and those responsible for smart city security in ways that are important to explicitly highlight.

In today's digitally transformed world, Smart City owners need to deeply consider customer experience, especially as it pertains to security and identity. Security cannot be an afterthought or an add-on. Value will be extracted from Smart City infrastructures by software. As more Smart City software is created, we must ask hard security questions:

- What can infrastructure owners do to ensure that the software written delivers the best security experience possible?
- How can security officers ensure security and compliance, while enabling developers to create the most secure, native experience, their citizens require?
- What is a model for success?

- David Bressler, Vice President, IoT Business, **CA Technologies**

## **Stream B**

**3:00 - 4:30 pm**

### **How Smart Buildings Create Smarter Workers and Workplaces**

Today's buildings incorporate smart lighting, automated HVAC, mechanical facades and even connected carpets. Despite these advancements, buildings in urban environments still consume up to 48 percent of a city's energy use. As these costs continue to rise, so does the urgency to mitigate building costs and operational expenses. With the rise and continued expansion of the Internet of Things (IoT), modern design and construction professionals will be able to incorporate connected devices into their building plans and operational strategies. A popular vision is one of software -- particularly mobile apps -- controlling embedded systems-on-a-chip, sensors everywhere, wireless communications and even entire connected offices in an effort to bring greater productivity and efficiency to occupants.

In this session, Dr. Tinianov will discuss the increasing need for new innovations in technology for real estate and their ability to improve the personalization and comfort of an environment to improve the health, wellness, and productivity of its occupants. He will also address how intelligent, technologies including smart windows, connected thermostats, and other "smart" systems can both help remedy the sustainability crisis in buildings as well as enhance the occupant experience. Key learning points include:

- The benefits and effects of the latest innovations in technology have on green building design and construction
- The future of smart systems in the workplace and how they can consistently benefit both the owner and tenant through more efficient resource management
- Case studies of integrating multiple advanced emerging and mature technologies to enhance the occupant experience and reduce building emissions

- Dr. Brandon Tinianov, Vice President of Industry Strategy & USGBC Advisory Council Vice-Chair,  
**View Dynamic Glass**

### **Turning Big Data Into Local Insights For Smart Cities**

Data is the new oil, in the words of The Economist. It is the underlying source of energy powering today's transportation and mobility revolution. But how do we unlock and combine the vast amounts of fragmented data flowing from the Internet of Everything and turn it into valuable solutions that radically improve the way we live, move and interact?

Data generated by cities today reside mostly in silos and formats with varying quality. Making a city smart, however, will involve the collection, analysis and sharing of millions of terabytes of vehicular, environmental and physical infrastructure data each year. We must overcome this data fragmentation and that calls for greater collaboration between governments, the public and private sectors, as well as individuals.

In this session, Ms. Shah will describe best practices learned from her real-world experiences working with automakers, transportation agencies and cities throughout the world (from Iowa to India) on projects to develop vehicle-to-infrastructure communication, real-time congestion monitoring and road network management, and the digital mapping infrastructure needed for automated vehicles. Key learning points include:

- No single organization alone can make a city smart -- citizen engagement, data scalability and collaboration are pre-requisite to smarter cities
- A framework for transportation agencies to answer important questions about how they prepare for and facilitate the adoption of smarter cities and automated vehicles
- Data-driven decision making has moved from desire to reality. Cities and transportation agencies have more access to the data and tools necessary to make prudent decisions

- Closing the data loop between vehicles, transport agencies and travelers is imperative for smarter cities and the successful commercial development of self-driving cars

- Monali Shah, Director of Intelligent Transportation, **HERE Technologies**

**4:30-5:30 pm**                      Networking Drink Reception

## **DAY 2 – Thursday, January 18, 2018**

**7:30-8:30 am**                      Networking Continental Breakfast

**8:30-9:00 am**                      **Keynote Address**

**9:00-10:15 am**                      **How Cities use Smart Cities Data to Support Climate Action and Sustainability Goals**

This panel explores the challenges and opportunities that government officials face in designing and implementing urban sustainability programs during times of growth. In this panel, city officials will explore lessons learned in translating data into meaningful information for decision makers. Panelists will provide real life examples of current and future implementation efforts, challenges and lessons learned concerning: 1) Smart city projects that are gaining popularity, 2) Obstacles that cities are most struggling with, and 3) How citizens view smart city initiatives. Learning objectives include:

- Understand principles and innovative approaches to implementing smart cities technologies to achieve sustainability and climate action goals
- Understand strategies to translate data into meaningful information for decision makers and citizens
- Recognize opportunities to integrate Smart Cities technology to leverage citizen engagement
- Determine how to select pilot programs and technologies to achieve program success

- Moderator: Mital Hall, MSc, PMP, LEED AP O+M, Program Manager, **ecoPreserve**

- Danielle DuMerer, CIO & Commissioner, Department of Innovation & Technology, **City of Chicago**

- Charles Ramdatt, Deputy Director of Public Works - Transportation Engineer, **City of Orlando**

- Cody Hooven, Chief Sustainability Officer, **City of San Diego**

- Alexa Stone, President, **ecoPreserve**

**10:15-10:45 am**                      Networking Coffee Break

**10:45-12:15 am**                      **To Open Smart City Data Or Not**

The Smart City as an urban system generates massive quantities of data at any given minute. Transportation providers, city departments, and citizens via mobile applications are all participants in this data-production process. It can be said that reusing these data provides the best method for ensuring value extraction from these data, both for citizens, cities, and companies.

But the question remains: should data be reserved for exclusive use by city administrators or should they be opened up to masses of citizens, civil society groups, and startups? There can be security and privacy questions associated with various types of data that provide a strong argument to keep data private, but equally compelling reasons to make these data open. This panel will discuss these questions, drawing upon case studies from Smart City projects in Europe and the United States and suggest a model for Smart City Data sharing in urban environments big and small. Key take-aways include:

- The benefits of a Smart City approach putting Open Data at the center to generate maximum ROI and citizen engagement
- The risks facing cities in Smart City Data Silos
- What a successful model of including Open Data in a Smart City project can look like to inspire ideas to be adapted for other cities
- How to balance privacy and security concerns with regards to Smart City Open Data

- Jason Hare, Open Data Evangelist, **OpenDataSoft**
- Paul Baker, CEO, **Webitects**
- David Portnoy, Founder, **Demand-Driven Open Data**
- Mike Nawrocki, Vice President of Technology and Solutions, **ATIS**

**12:15-1:15 pm**            Networking Luncheon

**1:15-2:30 pm**            **Effective Strategies for Becoming a Connected Smart City**

Becoming a smart city is a complex process that takes a lot of focus, energy, and time to develop and implement. Many municipalities are interested in learning and deploying smart city strategies but do not know where to start. Identifying barriers to success and developing a defensible and implementable plan is key. The panel discussion will outline different strategies that encompass the areas of 1) Planning - defining the vision, 2) Accessibility and electric/autonomous vehicle deployment - charging stations, and 3) Telecommunication/data network infrastructure. Key take-aways include:

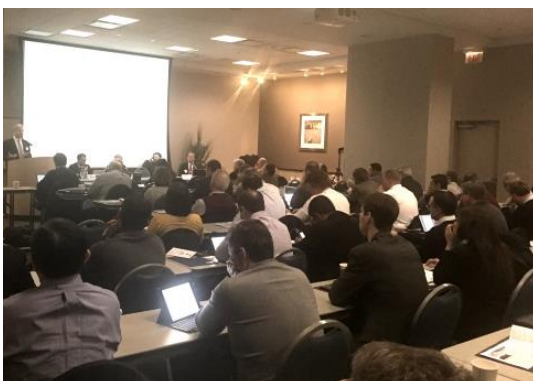
- Better understanding of planning efforts
- Impacts to level of service
- Policy needs
- Knowledge of potential barriers commonly faced by municipalities
- Implementation strategies to overcome barriers
- Infrastructure needs

- Mike McGlinchy, Senior Project Manager, **GPD Group**
- *Speaker to be announced, **City of Akron***
- *Speaker to be announced, **City of Columbus***

**2:30-3:00 pm**            Networking Coffee Break

**3:00-4:15 pm**            **Effective Strategies for Becoming a Connected Smart City**

- Joyce Deuley, Founder & CEO, **Smart Texas Alliance**
- *Additional panelists to be announced*



"Lots of good and relevant information - very informative! I liked hearing from cities about how they are attacking the smart city initiative and seeing the different approaches. Very impressive and diverse crowd and panels."

-- Kevin Clements, Project Manager, GDP Group

"Great discussion of what 'smart city' means today, with important practitioner insight bringing recent advances to life. Great event!"

-- Matt Schmitt, Senior Research Fellow & Director, Regional Competitiveness Institute, University of Minnesota



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## About the Organizer



The [Smart Grid Observer](#) is an online information portal and weekly e-newsletter serving the global smart grid industry. SGO delivers the latest news and information on a daily basis concerning key technology developments, deployment updates, standards work, business issues, and market trends driving the smart energy industry worldwide. For a free subscription, click [here](#). Recent sponsors of SGO programs include:



# Registration

Register securely online at <http://smarcities-symposium.com/register.htm>

Registration includes:

- Attendance at all Symposium sessions on both days, January 17-18
- Attendance at networking breakfasts, coffee breaks, lunches, and drink reception
- PDF copy of all presentations
- Copy of attendee list

## Registration Type

	<u>Before Dec. 15, 2017</u>	<u>After Dec. 15</u>
Standard Registration - Equipment, Software, or Services Provider	\$895.00	\$995.00
Government, Academic, and Non-Profit Registration	\$395.00	\$495.00

For questions or additional information, contact

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