



**Work Session Agenda**  
**BOARD OF ALDERMEN**  
**CITY OF PARKVILLE, MISSOURI**  
August 20, 2019; 6:30 p.m.  
City Hall Board Room

**1. GENERAL AGENDA**

- A. Developing a Smart Cities strategy

## **CITY OF PARKVILLE**

### **Policy Report**

Date: August 14, 2019

Prepared By:  
Shakedra Knight  
Management Analyst/Community Development  
Assistant

Reviewed By:  
Joe Parente  
City Administrator

ISSUE:

Receive an update regarding developing a Smart Cities strategy for Parkville.

BACKGROUND:

Over the past two years, City staff has engaged in Smart Cities regional planning meetings that covered a wide range of issues, including outdoor Wi-Fi for the parks and downtown areas. Industry partners in the Smart Cities initiative have looked at Parkville as a potential partner in installing infrastructure that would enable a vast number of Smart Cities tools, including outdoor Wi-Fi, data analysis for service delivery, and business development.

The City has been working with a local resident, Bob Bennett, who was the former Chief Innovation Officer for Kansas City, Missouri. Bob has offered his services to the City and has been asked to present his thoughts at a work session on developing a Smart Cities Strategy for Parkville.

BUDGET IMPACT:

As this is a work session item, there is no budget impact at this time. If the project moves forward, it is anticipated that there will be no cost associated with developing the strategy. The strategy would identify potential costs for implementation.

ALTERNATIVES:

1. Receive an update regarding the storm sewer evaluation.
2. Postpone the item.

STAFF RECOMMENDATION:

Staff recommends the Board of Aldermen receive an update regarding developing a Smart Cities Strategy in Parkville.

POLICY:

Although there is no direct financial or policy impact associated with this action, the Board of Aldermen is encouraged to receive the update and provide feedback based on the potential for the allocation of staff resources, as well as future capital investment.

SUGGESTED MOTION:

As this is a work session item, no motion is necessary.

ATTACHMENTS:

1. Bennett PowerPoint Presentation



# Smart Parkville Strategy

20 Aug 2019





## Background: Smart Cities

- International “Smart City” industry attempts to bridge gap between current city challenges and aspirational state with technology**
- “Smart City” movement in US is growing**
  - Spurred by industry and civic alumni**
  - Focused on Making Tech Work for People**
- Term lacks clear definition, but funding is available**



# Background: Smart Cities

- 2 Cities deploying a variety of “smart” solutions**
  - KCMO: WiFi, Data Analysis, Lighting, Traffic**
  - San Diego: Lighting, Data Analysis**
  - New York: Kiosks, WiFi**
  - Aurora, IL: Entrepreneurship Ecosystem**
  - Racine, WI: Innovation District**
- 2 Differentiation among cities is generally characterized by holistic approaches or systemic change on isolated systems**



## Background: Smart Parkville

- 2 Cities reflect the needs and requirements of their residents. This increasingly equates to making a community digitally accessible.**
- 2 Industry partners are looking for cities to validate “Smart City” product lines, but the balance of value will shift once a vetted solution emerges**
- 2 Parkville has the resources and environment where a scaled “Smart City” effort can succeed within the city’s budgetary limits**



## Work Completed

- 2** As part of Kansas City's Smart City efforts in 2016 and 2017, Parkville participated in regional planning efforts. These efforts are continuing through MARC and KCMO.
- 2** An initial prioritization and feasibility assessment was completed in August 2017 with input from City of Parkville, Park University, Park Hill Schools and industry partners (Sprint, Cisco, Xaqt, Smart City Media).
- 2** New industry partners have expressed an interest in working in Parkville (B<sup>2</sup>, Avis, Evergy)



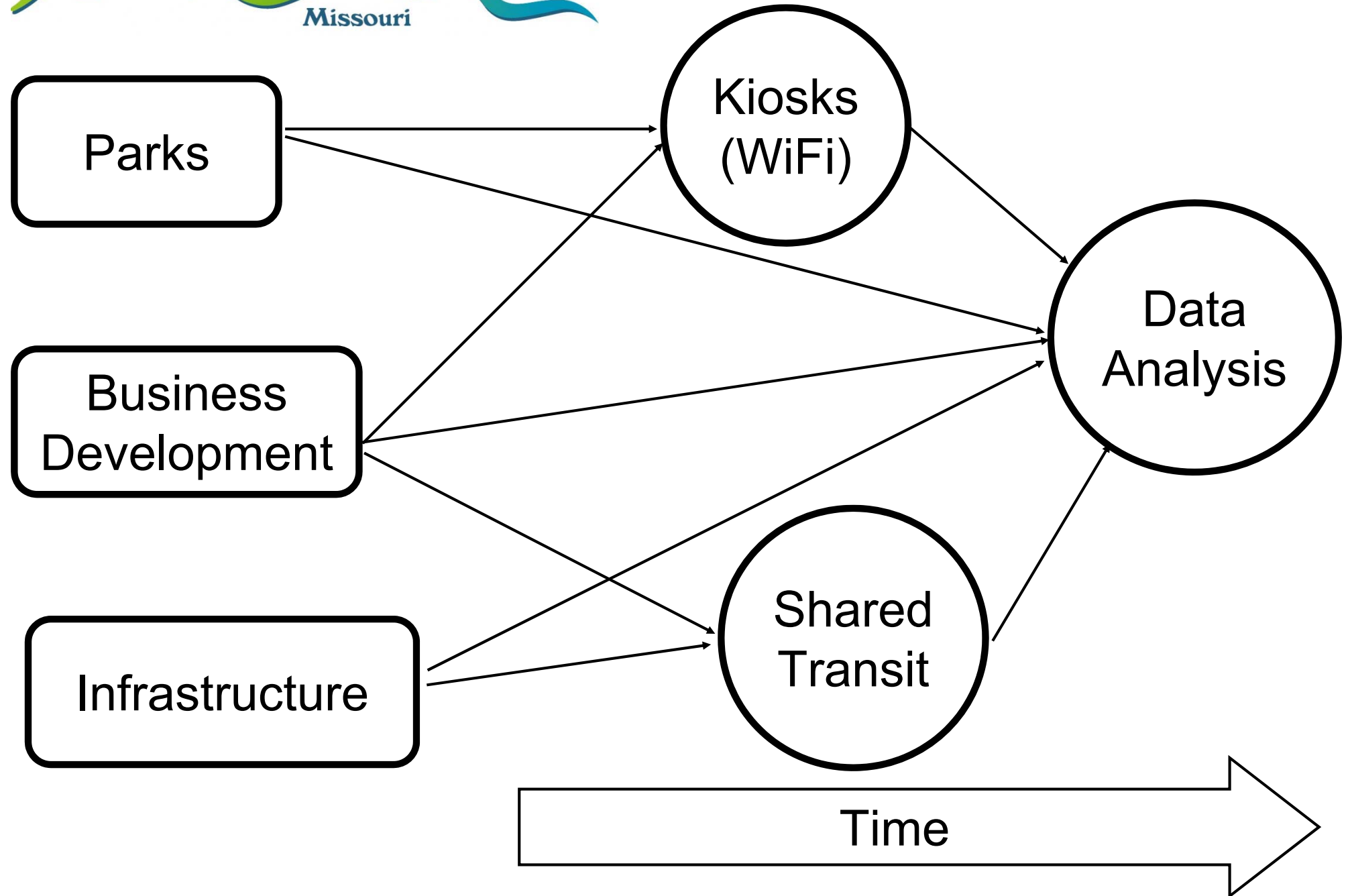
# Observed Priorities

- 2 Parks. Valuable city asset requiring mitigation from 2019 floods. Opportunities for improvements tied to that mitigation.**
  - Public safety benefits**
  - Potential improved value proposition for festival planners**
  
- 2 Business Development. Growing community.**
  - Customer expectations for connectivity**
  - Competitive environment**
  
- 2 Infrastructure. A common challenge.**
  - Highway 9 Project**
  - Water delivery system evolution**





# Potential Tools





## "A Plan"

- ▣ Parkville begins smartification now with small, revenue neutral, projects  
WiFi, Kiosks, Shared Transit  
Initial Data Analysis for city staff (ops focus)**
  
- ▣ One year after initial deployments, review potential growth with quarterly updates leading to review**
  
- ▣ Work can begin as early as 30 days after Board of Aldermen provide guidance / authorization**



Backup Data



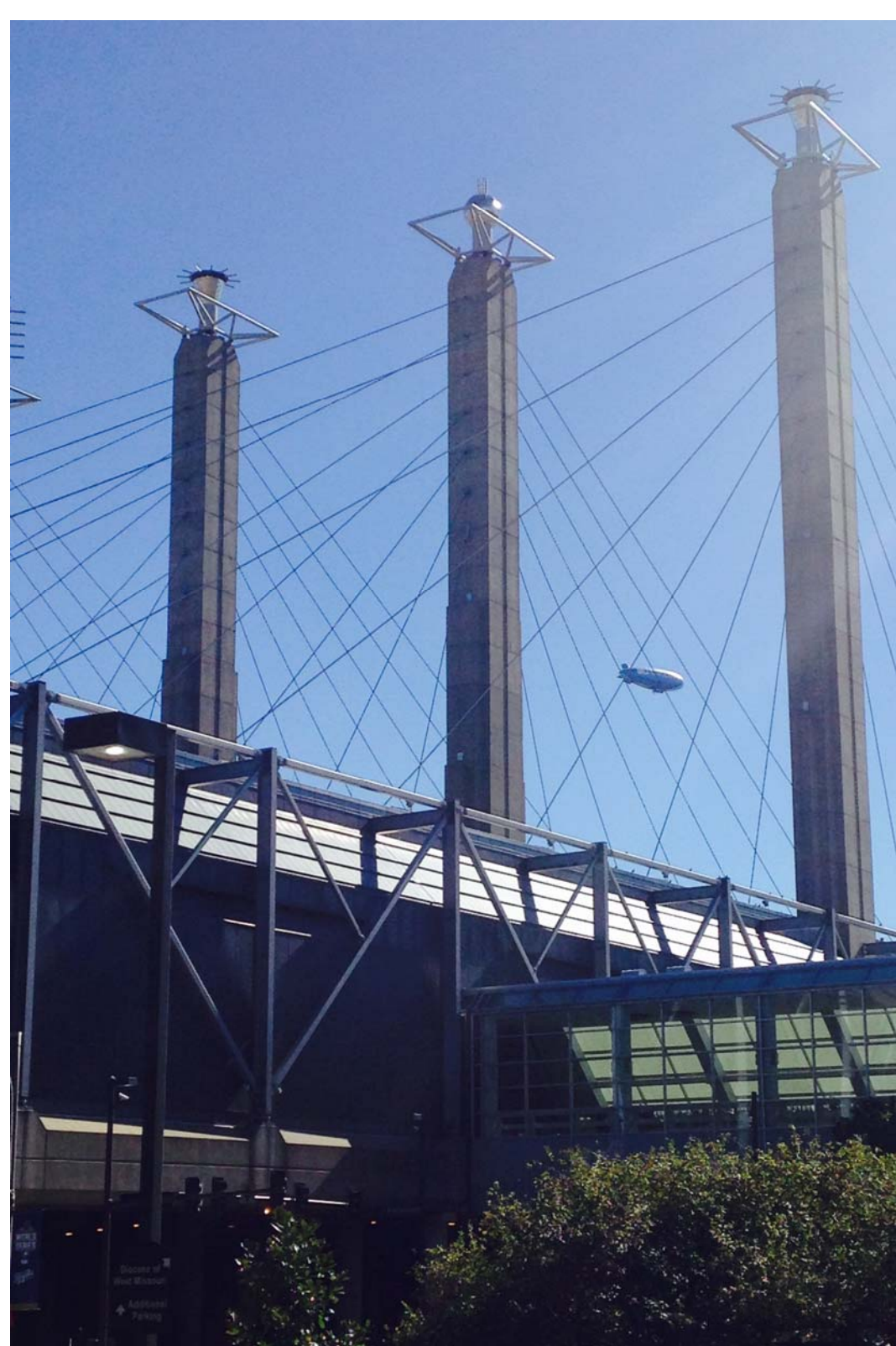
**B<sup>2</sup> Civic Solutions**

Changing the World One City at a Time

# From Vision to Policy to Infrastructure

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- Community Support
  - Strategic Smart City planning
  - Workshop facilitation
  - Program management support
- Corporate Coaching
  - Making Smart City Solutions Relevant and Appealing
  - Corporate Representation
- Thought Leadership



# Community Support: Helping City Leaders Smartify Communities

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- Helping Cities Translate Smart City Vision into Policy, Planning Documents or Funded Projects
- Parkville, MO
- Aurora, IL
- Racine, WI
- Topeka, KS



# Corporate Coaching: Breaking Through the Bureaucracy

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- Smart City Media
- Xaqt
- Slalom Consulting
- Cimcon

# Thought Leadership: Develop and Share Best Practices

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- Chair, Cities Today Institute:
  - Shape the content for 2020 Cities Conference Series
  - Lead Research & Collaboration Efforts
- Senior Fellow, Center for Digital Governance
  - Research, Write and Share Best Practices
  - Speak at eRepublic events







## Bob Bennett



Bob Bennett is the Principal and founder of B<sup>2</sup> Civic Solutions, LLC, an international Smart Cities consultancy firm based in Parkville, MO. In addition to the work at the consultancy, Bob chairs the Cities Today Institute and serves as a Senior Fellow at the Digital Governing Institute. From 2016-2019, he served in Mayor Sly James' administration as the Chief Innovation Officer for the City of Kansas City, Missouri. During his tenure, he oversaw the City's Smart City initiatives including a 54-block total digitalization pilot, strategy development for the city and P3-based expansion plans for the City. Kansas City's initiatives earned the city an Edison Award (Gold) for "Collective Disruption" and civic innovation in 2017, and Bob was named one of GovTech's 25 Dreamers, Doers and Drivers in 2018.

Bob joined the city in January 2016 after a 25-year career in the US Army that began at West Point, NY and concluded after serving as the Chief of Operations, US Army Africa. During his military career he commanded a battalion, a 500+ person organization, and developed policy as a senior strategist for military forces in Iraq, the Far East and Africa. He completed six tours overseas including two combat tours in Iraq and one tour in Bosnia. While in the service, Bob cultivated collaboration, coordination, high-tech integration and planning skills that translated into the public sector. Milestones in his Army career include leading General Petraus' planning team that developed interagency policy to defeat al Qaeda in 2008, managing worldwide Tomahawk Missile operations from 2010-2012 and coordinating all Army operations in Africa from 2013-2014. His current duties focus on four client cities working on Smart City strategy development and consulting with several companies to help them develop more city-centric products and services.