Making Smart Cities Equitable

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Five Priorities for a Smart City Strategy

1. Put people first
2. Solve problems, don’t search for them
3. Get the infrastructure right
4. Rigorously measure and assess
5. Open the process to citizens
Put People First

Rather than plan and design for where we want people to be, start from where they are

How do we help Lauren? What does she need to be included?

• Connectivity – mobile and broadband
• Credit/digital payment
• Privacy – prevent discrimination; provide authentication
The unbanked rate is high among low-income populations. Nationally, 7.7% of households didn’t have a bank account in 2013, according to the Federal Deposit Insurance Corporation National Survey of Unbanked and Underbanked Households. Among households with incomes of less than $30,000, nearly 20% were unbanked.

The 10 states (including Washington, D.C.) with the highest percentage of unbanked households, according to the 2013 FDIC report:
1. Mississippi, 14.5%
2. Louisiana, 13.9%
3. Arizona, 12.8%
4. Arkansas, 12.3%
5. District of Columbia, 11.8%
6. West Virginia, 11.0%
7. New Mexico, 10.9%
7. Georgia, 10.9%
7. Oklahoma, 10.9%
10. South Carolina, 10.5%

Source: https://www.nerdwallet.com/blog/studies/unbanked-low-income-families/
Privacy

Will there be digital equivalents to redlining?

Source: dsl.richmond.edu/panorama/redlining
Will Blockchain be a major part of the solution to empowering low income citizens?

- Protecting their data
- Privatizing their data
- Providing them with control of their data
- Providing them with identity
- Providing them with currency (fiat and other)
- Diminishing the power of centralized authorities to validate/control them
Solve Problems, Don’t Search for Them

- Housing
- Education
- Food
- Jobs
- Social services
- Mobility

Goal:
City of meaning, purpose, and justice

Dystopia:
Tech City
Housing

Will AVs create new desirable real estate when parking gets repurposed?

Will there be more real estate that is regionally accessible?

Can the smart city better connect people to the housing they need?
Food

$17.1 million

Source: medium.com
Mobility

New Jersey Town Calls on Uber to Solve Commuter Parking Dilemma

Instead of building a new garage at the train station, Summit, N.J., is paying for residents to take the car service.

Uber Program (10 yrs): $1.7mm  New Parking Structure: $10mm
Get the Infrastructure Right

- Consider the interplay of hard and soft infrastructures
- Run scenarios for multiple futures
- Test for resiliency
- Don’t do what we did with stormwater and sewage
Infrastructure

Combined Sewer Overflows

Source: Sidewalk Labs
Rigorously Measure Outputs and Assess Externalities

- Where are we now?
- What can’t we measure but is important?
- What effects are we having that might be good and/or bad; intended and unintended?
Open the Process to Citizens

What if?
We Will Know If We Got it Right in 20 Years

• We are no longer arguing about basic needs and who is deserving
  • No hunger
  • No homelessness

• Network effects, rather than scarcity of resources, dominate our economy (requiring inclusiveness)

• Climate change is not an imminent and existential threat
Where Smart Cities and Community Development Meet:
Smarter Investments, Thoughtful Solutions, Stronger Communities

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Yet we remain confident that “opportunity” still exists for better life.

Americans are deeply cynical about the “American Dream”
Too many people don’t have access to opportunity in the places where they live.

▪ 133 million households in the US

▪ 20 million severely cost burdened or housing insecure low-income families

▪ 24 million low-income households are disconnected from opportunity based upon where they live
Significant Issues Facing Our Cities
Concentration of Poverty and Intentional Under-investment.

More Americans Living in High-Poverty Neighborhoods

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2011-2015</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>10.3%</td>
<td>16.9%</td>
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<tr>
<td>White</td>
<td>4.1%</td>
<td>7.9%</td>
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<tr>
<td>Black</td>
<td>13.8%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Latino</td>
<td>24.5%</td>
<td>18.6%</td>
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We are working to build the capacity of the community development field.

The social determinants of opportunity are complex yet, the ways in which opportunity is understood, measured, resourced, and evaluated are often counter-productive.

Enterprise is working to advance a different path forward.

- Frame Differently
- Measure Differently
- Collaborate & Engage Differently
- Impact Differently
- Evaluate Differently
How We Measure Opportunity Must Change

The Challenge: data available to community changemakers is often inadequate for:
• strategic decision-making and community planning
• needs assessment
• cross-sector collaboration
• impact assessment
• community engagement

Our Solution: We need a new measurement framework that provides granularity as well as context.
What Drives Opportunity?

If I am concerned about health outcomes, I might think about:

- Is the healthcare system well-equipped to deal with health challenges here?
- Does the neighborhood provide a high quality environment?
- Do housing units contain lead or mold?
- What kinds of medical conditions and are people suffering from?
What Drives Opportunity?

If I am concerned about public safety, I might think about:

How are we approaching public safety and/or law enforcement in our jurisdiction/region?

What are crime rates and other risks like in an area?

Do homes and other buildings present significant impediments to safety?

Do individual people feel safe? Do people committing crimes have other options?
The Smart City

- Connected ambulances
- Intelligent hospital
- Smart grid
- Hospital optimization
- Communication network optimization
- Intelligent highway
- Intelligent digital signage
- Traffic flow optimization
- Factory optimization
- Home energy management
- Cloud and services
MEASURE: Create a report for any neighborhood to assess both the available pathways to opportunity and the outcomes of opportunity at the census tract level.

LISTEN: Hear from community members who share what’s working and what’s not, and gain their personalized insights on important local issues and how to take action.

PARTNER: Partner with food, health, housing, job training and education programs in neighborhoods across the country.

EVALUATE: Assess the metrics that matter – understand, benchmark and monitor opportunity to drive better decision-making within each unique community.
Opportunity Measurement Report
An online and printable report filled with opportunity-relevant data, generated within seconds for any neighborhood.
Assessing Multiple Neighborhoods Across the State

Interactive tools to encourage exploration of the concept and landscape of opportunity nationwide. This includes new research on effectively framing messages that reshape public conversations about opportunity.
Assessing Multiple Neighborhoods Across the State

In addition to providing tools that practitioners and government agencies can use, we’re also investing in research to better understand the dynamics of opportunity in the region, assess progress, engage communities, and ultimately deliver on the challenge to advance opportunity.
Assessing Multiple Neighborhoods Across the State

Strategy spotlight

*Existing Condition*
Average conditions compared to other opportunity types, with the second least amount of jobs accessible.

*Strategy*
Introduce missing middle housing developments to establish workforce housing with an affordable housing component.

*Policy Tool(s):*
Form-based code  
NRSA  
CLTs  
Brownfields

*Financing Mechanism(s):*
HOME  
CDBG  
PACE

*Community of Opportunity (Outcome)*
Provides affordable and workforce housing in tipping point areas to help stabilize market conditions.
Community Engagement Tools
Access to resources for listening to, and engaging communities, about opportunity in their neighborhoods.
Service Provider Data
Access to resources for understanding the availability of services in neighborhoods and communities.

Get insight into local services and providers across a wide array of social sectors. Identify service gaps in communities and access social service demand and referral data.
Impact and Evaluation Resources
Examples of Impact and Evaluation Resources at the Community Level.

Impact of Affordable Housing on Families and Communities: A Review of the Evidence Base

Miller’s Court
Baltimore
March 2015

Social Return on Investment
Enterprise Community Loan Fund’s Impact Case Studies for 2015
Use Case: Opportunity Zones
Eligibility Tool For Every State in the U.S. with Opportunity Data at the Census Tract Level
OPPORTUNITY360 is about community transformation. Any technology embedded in Smart Cities agenda must advance inclusive community development.

- Opportunity Pathways & Opportunity Outcomes Differentiated
- People, Places & Systems Measured
- Community Stakeholders & Residents Treated as Co-Creators in Development
- Equity Must Be an Explicit Lens
- Building Public Support Means Using the Data to Disrupt the Narratives that Depress Systems Change Efforts
Full Suite of Opportunity Measurement Tools
www.EnterpriseCommunity.org/Opportunity360

Get the Messaging Report & Recommendations

Get An Opportunity Report for Your Community

Connect with Me

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You Don’t Have to Live Here
Why Housing Messages Are Backfiring and 10 Things We Can Do About It

Get An Opportunity Report for Your Community