

IBM's Smarter Cities Challenge

# Reno

Report



**IBM**

# SMARTER CITY CHALLENGE

- Competitive international grant (100 cities total worldwide over 3 years)
- IBM sent five of their experts (> \$ 400,000 value)
- Experts spent 3 full weeks in the region
- Interviewed 110 local stakeholders
- Prepared a “roadmap” for how to proceed

# FINDINGS

## QUOTES FROM STAKEHOLDER INTERVIEWS (FEBRUARY 2013):

*“Good ole boy network”*

*“...there is a tendency to have disconnect between state and local authorities”*

*“Jurisdictional rivalries”*

*“Boundaries are political not economical”*

*“Gordon Ramsay has to come and clean up this kitchen”*

*“Everybody wants their minute to shine”*

*“All the people have their hands in the cookie jar”*

*“Predatory activities... trust issues”*

# FINDINGS

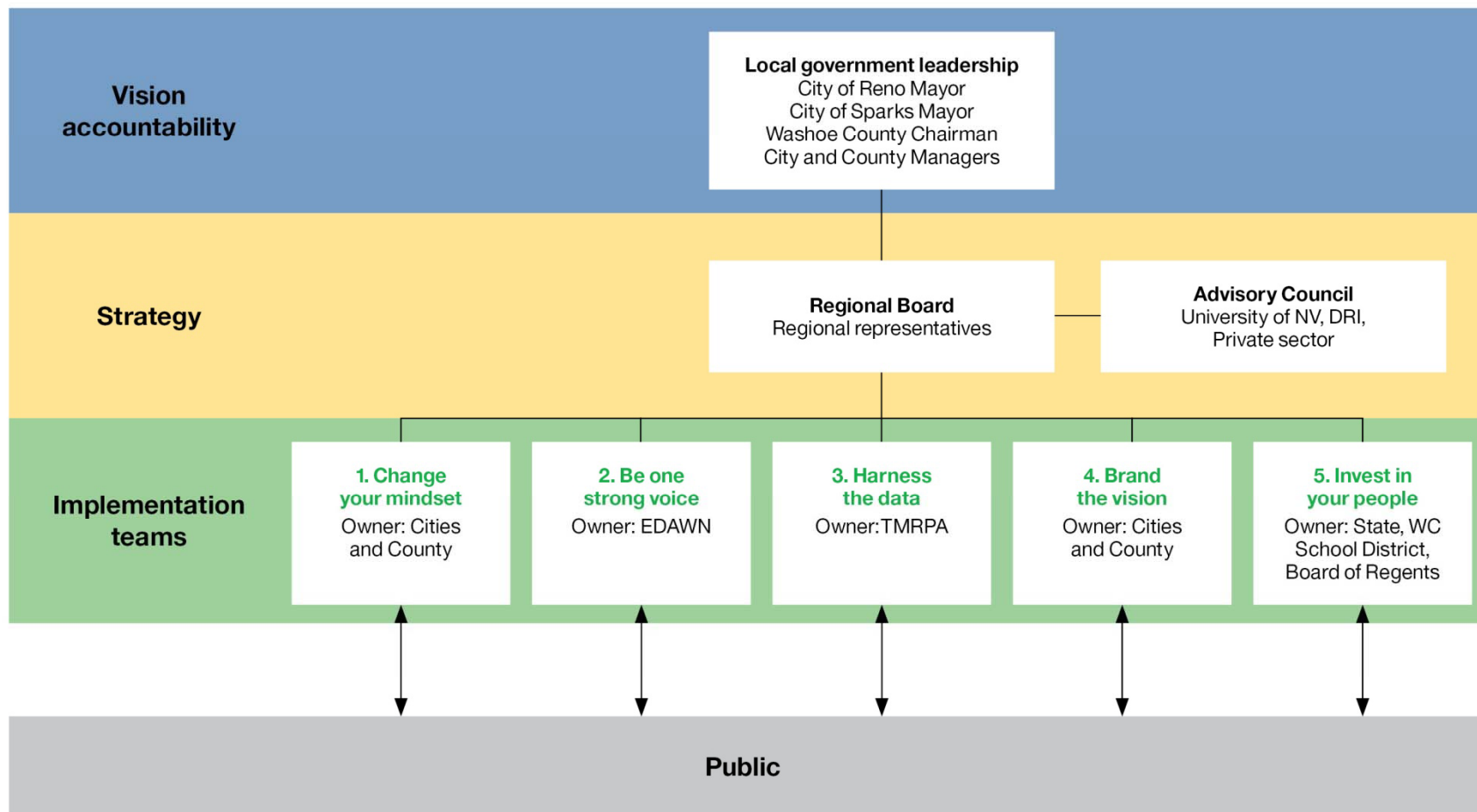
- Individual entities working in silos rather than as a unified region
- Multiple economic development agencies
- Multiple record systems, data sources, formats
- No regional data set for insight/decisions
- Different visions
- Multiple brands and slogans

# FINDINGS

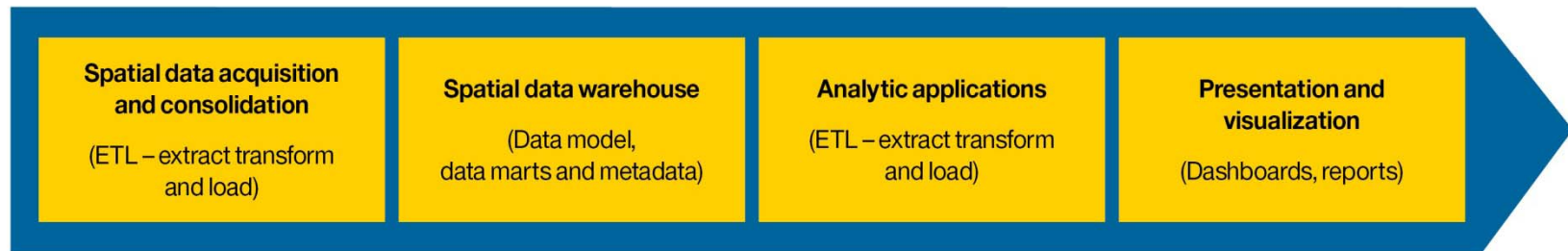
- State at the bottom for education and graduation
- Region struggles with investment in education
- Lack of qualified workforce cited as barrier for business relocation

# RECOMMENDATIONS

- 1. **Change your mindset.** Integrated regional economic development strategy.
- 2. **Be one strong voice.** One regional economic development face to the outside world.
- 3. **Harness your data.** Build a regional analytic utility to support economic development.
- 4. **Brand the vision, not the slogan.** Single strong identity for the region as a whole.
- 5. **Invest in your people.** Focus on education and workforce development to build a foundation for future growth.



### Implementation process of a spatial data warehouse



### Construction blocks of a spatial data warehouse



# REQUESTED ACTIONS

- Accept the IBM Final Report
- Support the strategy
- Empower staff to move forward with implementation steps
- Agree to work toward a regional vision