



# The Future Of U.S. Cities In The Internet Age

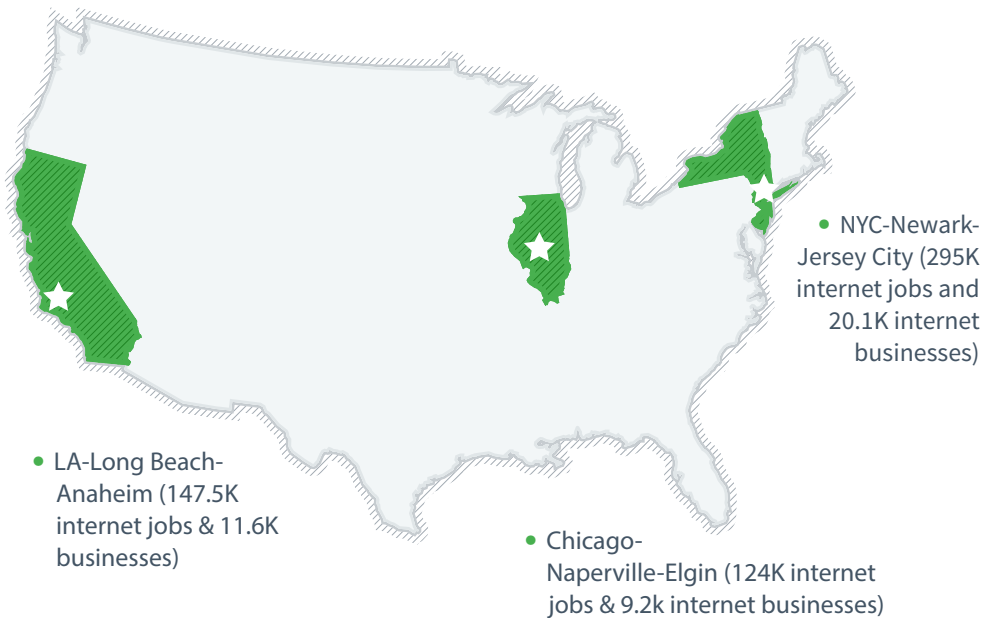
New Internet Association and National League Of Cities research examines the size of the internet sector in cities throughout the U.S. and identifies opportunity areas for cities to better integrate technology into their economies. *Key findings include:*

*The internet sector contributes an average 3.3% of total jobs & total number of businesses in America's urban areas.*

*Cities with stronger internet economies are more likely to have lower unemployment and poverty levels.*

*An urban area's median income level and GDP per capita correspond to the strength of its internet sector.*

### Which cities have leading internet economies?



### What City Officials Can Do:

#### 1) DESIGN SMART CITIES

Incorporate technologies into city infrastructure that will increase the efficiency and equitability of urban environments.

#### 2) SUPPORT OPEN DATA SYSTEMS

Cities that prioritize open data systems provide win-win opportunities for local businesses and government, both of which can leverage new insights to improve products and services for constituents.

#### 3) FACILITATE PILOT PROJECTS

Create procurement systems that encourage pilot projects that allow for more rapid development of innovative city services while minimizing risk from larger-scale implementations.

#### 4) INVEST IN PUBLIC-PRIVATE PARTNERSHIPS

Partnership programs allow governments to draw on the technical expertise of the private sector to find solutions that help everyone.

Every City In America Benefits From The Internet Economy. The average U.S. city has:

**600** INTERNET BUSINESSES & **9,000** INTERNET SECTOR JOBS



## Using Four Cities As Case Studies:

The research took a closer look at four cities at the beginning stages of a positive tech-driven urban revitalization. Below are key facts and actionable steps these cities are taking and conclusions for broader application, which can serve as instructive lessons for others.

### COLUMBUS, OH



- Reputation as key midwest innovation hub.
- Boasts a diverse economy with five Fortune 500 company headquarters
- Winner of the 2016 US DOT Smart City Challenge
- Embracing autonomous vehicles and smart transit

### KANSAS CITY, MO



- City officials focused on promoting STEM education
- Partnering with Cisco to bring smart technology to city's streetcar system
- Prioritizing improved access to high-speed internet in its Digital Equity Strategic Plan
- Created multiple "incubators" to promote entrepreneurship both in and out of tech

### PHOENIX, AZ



- Fifth largest city in the U.S. with a focus on diversification
- Increased its number of tech workers by nearly 50% from 2006 to 2016
- Adopted an open government data policy in 2014
- Building campuses for biosciences and higher education to build talent base for tech companies

### PITTSBURGH, PA



- Home to University of Pittsburgh and Carnegie Mellon and numerous tech firms.
- City officials created a Roadmap for Inclusive Innovation
- Provides opportunities for local start-ups to work with the city through its PGH Lab program

**Based on our case studies, the report finds the following lessons for city leaders and stakeholders:**

### CAPITALIZE ON CULTURAL AND HISTORICAL ASSETS

Using Columbus' strengths as a college town and business friendly city to foster a range of talents for diverse industries

### EMPHASIZE ECONOMIC INCLUSION

Kansas City's focus on improving high speed internet access for all areas and economic opportunity for all areas

### BE WILLING TO EXPERIMENT WITH NEW PROGRAMS

Arizona Governor allowing Uber to pilot self-driving cars in Tempe & open data initiative of Phoenix

### BUILD WELL-ROUNDED LABOR MARKETS AND DIVERSE ECONOMIES

Pittsburgh providing opportunities for startups to work with the city through unique pilot systems