

INDUSTRY RESEARCH:
PUBLIC SECTOR

2015 Connected Cities Report

A Ranking of U.S. Cities and Their Use of Digital Technologies to Connect with Residents

About This Report

A connected city is one that joins people, process and government. Digital technologies—such as social, mobile, cloud and data science—empowers cities with the insights and targeted tools they need to provide residents, employees and businesses with a transparent and participatory government.

To explore current attitudes and methods in how residents in U.S. cities are communicating with their local governments with digital technologies, Salesforce conducted its “2015 Connected Cities Report.” In May, an online survey was conducted by Harris Poll on behalf of Salesforce among 3,075 adults aged 18+ across 15 of some of the largest U.S. markets by population and designated market area, including: Boston, Chicago, Dallas, Denver, Detroit, Houston, Indianapolis, Los Angeles, New York, Philadelphia, Phoenix, San Antonio, San Francisco, Seattle, and Washington, D.C. In the report, digital technologies are defined as mobile apps, websites, email, text messages or social media channels.

Based on responses from more than 3,000 adults across 15 markets, the report found that residents want to use modern digital technologies to connect with their city governments on issues such as paying fees, public transportation issues and public safety. However, they

generally report low usage of these technologies when interacting with their local governments.

In the report, Salesforce grouped responses from residents along six key government service categories:

1. **General city services**, such as paying fees or learning about garbage pick-up times
2. **Public safety**, including reporting a crime or receiving notifications on dangerous weather events
3. **Transportation**, such as real-time public transportation delays
4. **Civic engagement**, such as registering to vote
5. **Energy use**, including how residents and cities better manage energy usage
6. **Future vision**, including how cities prioritize technology in their future plans

Salesforce ranked the cities in six categories, and while San Antonio, Texas, had the highest aggregate ranking overall, there is still a clear call-to-action for local governments to more effectively manage and communicate city services with their residents via digital services. This is particularly apparent in the last section of the report, entitled “What Residents Want,” which highlights the digital services residents want to use to take advantage of local government services, participate in civic issues and receive information on city policies.

Overall Connected City Rankings:

- #1 San Antonio
- #2 New York
- #3 Washington, D.C.
- #4 Dallas
- #5 Indianapolis
- #6 Chicago
- #7 Philadelphia
- #8 Phoenix
- #9 Denver
- #10 Houston
- #11 Boston
- #12 Seattle
- #13 San Francisco
- #14 Los Angeles
- #15 Detroit

Most Connected City:

SAN ANTONIO, TEXAS

San Antonio Rankings by Category:

GENERAL CITY SERVICES	#1
PUBLIC SAFETY	#4
TRANSPORTATION	#2
CIVIC ENGAGEMENT	#2
ENERGY USE	#1
FUTURE VISION	#1 (TIED)



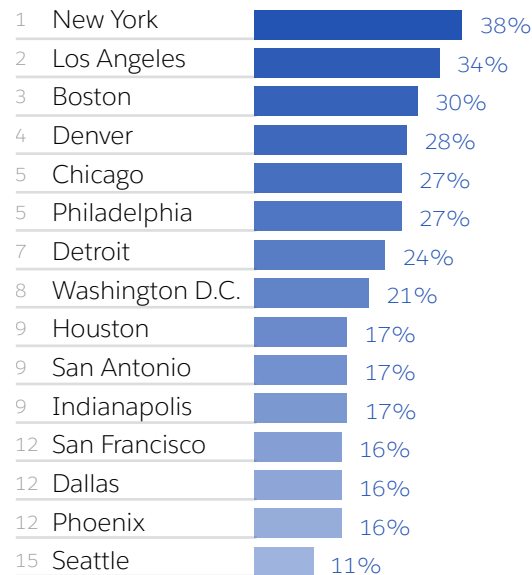
01 | General City Services

General city services encompass a range of activities, including tracking garbage pickup times, applying for permits online, reporting graffiti removal and more. While both New York and Dallas ranked high in terms of residents using digital services to get information on street cleaning and garbage pickup schedules, San Antonio topped the rankings in residents using digital tools to apply for food stamps, secure parking permits and manage overall service issues.

Most Connected City
for General City Services:

San Antonio

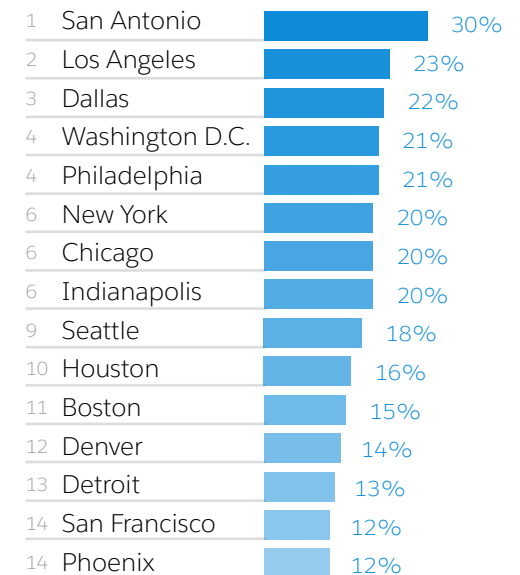
Does your city provide street cleaning information through digital technologies?



AVERAGE: 23%

Percentages are those residents who answered "yes."

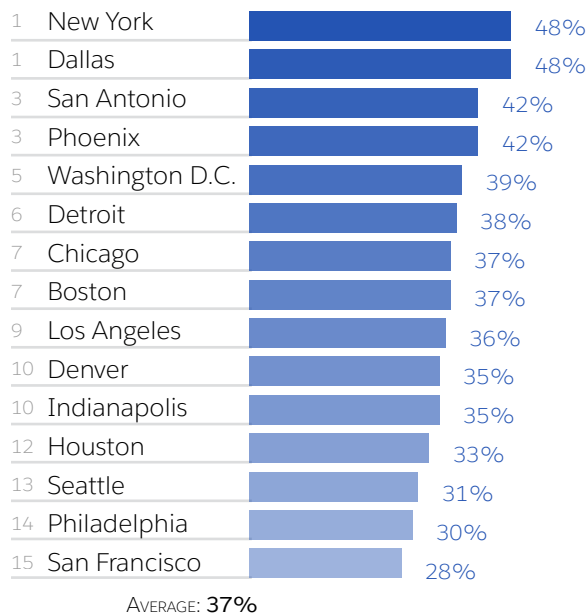
Does your city provide the ability to use digital technologies to apply for a parking permit?



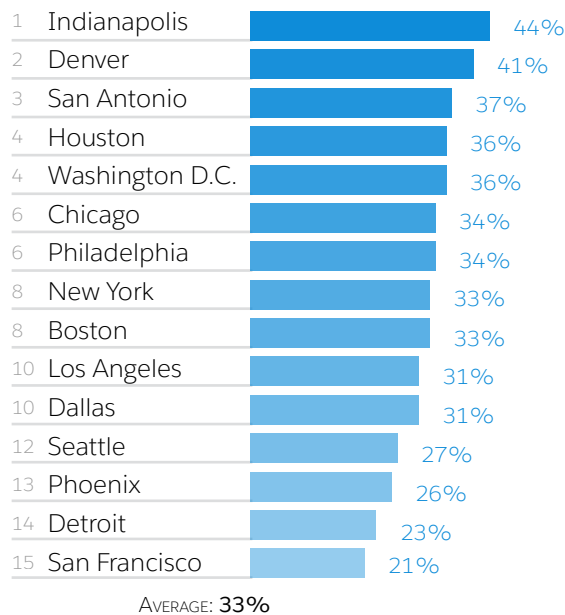
AVERAGE: 19%

01 | General City Services

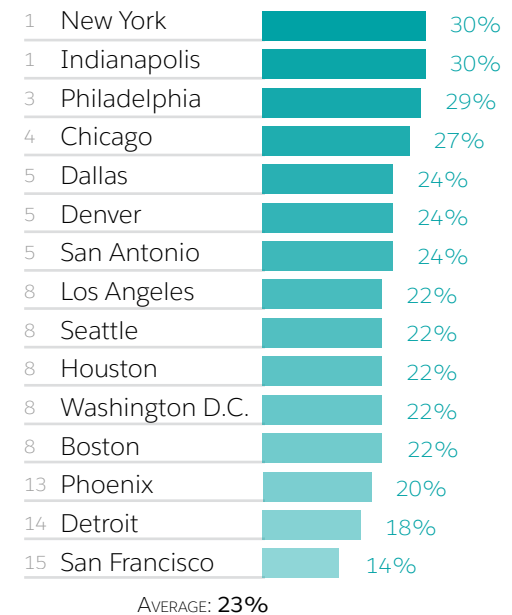
Does your city provide **information on garbage/recycling pickups** through digital technologies?



Does your city provide the ability to **report a road issue** (e.g., potholes) through digital technologies?

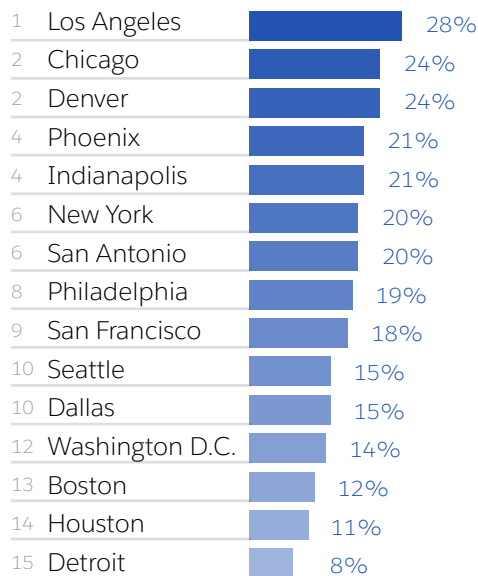


Does your city provide the ability to **report an abandoned vehicle** with digital technologies?



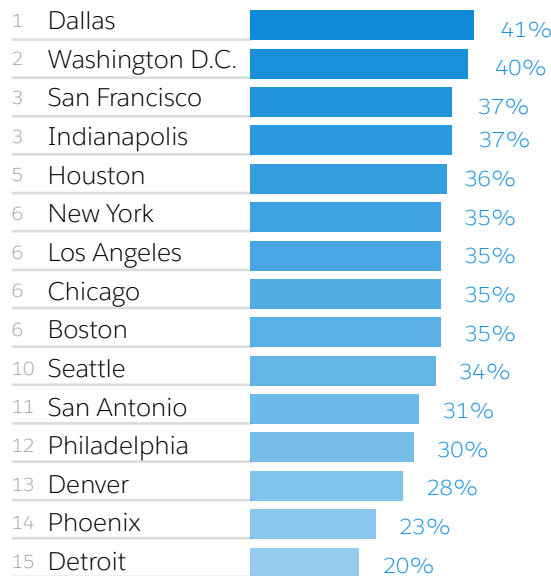
Percentages are those residents who answered "yes."

Does your city provide the ability to **report a need for graffiti removal** through digital technologies?



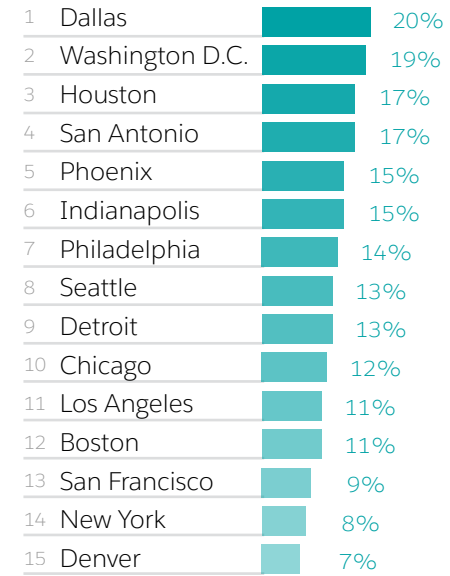
AVERAGE: 18%

Does your city provide the ability to use digital technologies to **pay for parking/driving tickets, fines, fees?**



AVERAGE: 33%

Does your city provide the ability to use digital technologies to **apply for or submit a building/home construction permit?**

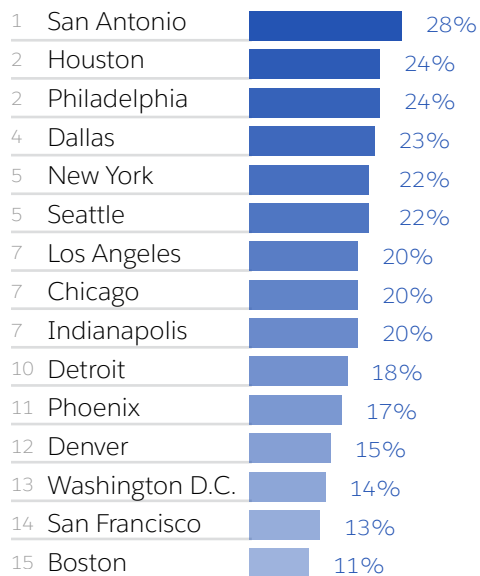


AVERAGE: 13%

Percentages are those residents who answered "yes."

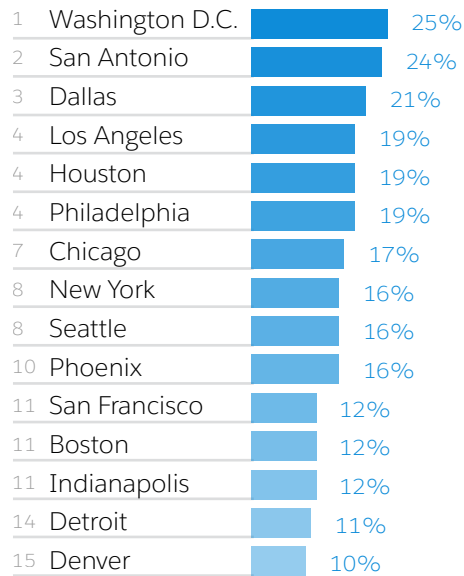
01 | General City Services

Does your city provide the ability to use digital technologies to **apply for food stamps**?



AVERAGE: 19%

Does your city provide the ability to use digital technologies to **manage and track service issues**?



AVERAGE: 17%

Percentages are those residents who answered "yes."

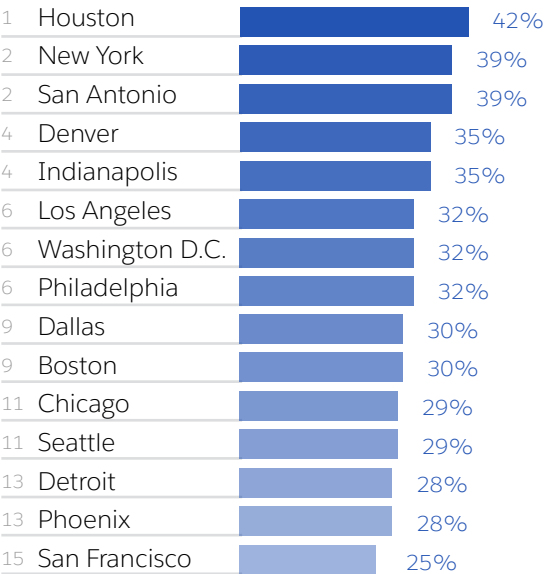
02 | Public Safety

The public safety category includes reporting crimes with digital technologies, such as Twitter and mobile apps, as well as receiving notifications on more wide-reaching city emergencies, such as severe weather events. New York City and Houston tied for top ranking in this category, due to residents in those cities reporting they use digital technologies to report crimes, general safety concerns and complaints about cabs/taxis. In general, reporting a crime using digital technologies was the highest use case in public safety, but still only had a 32% average level of use across the 15 cities. Residents using digital technologies to report a safety concern or fire/EMT-related emergency reported similarly low levels of use, at 30% and 27%, respectively.

Most Connected Cities
for Public Safety:

New York &
Houston

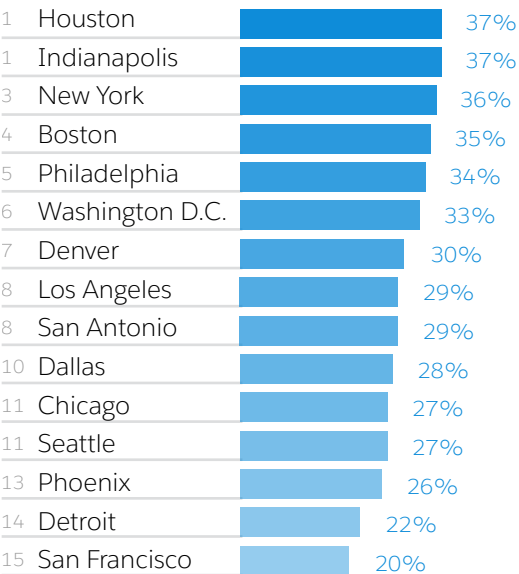
Does your city provide the ability to use digital technologies to report a crime?



AVERAGE: 32%

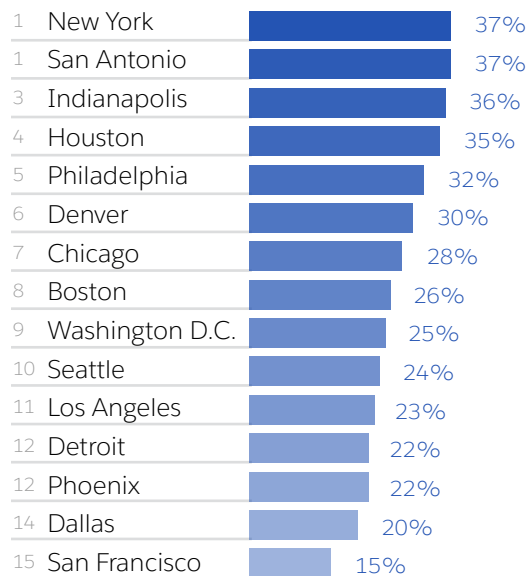
Percentages are those residents who answered "yes."

Does your city offer the use of digital technologies to report a safety concern?



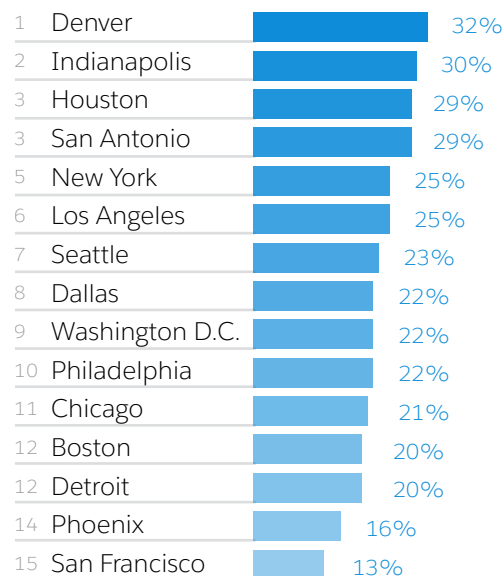
AVERAGE: 30%

Does your city provide the ability to use digital technologies to **report a fire or EMT-related emergency**?



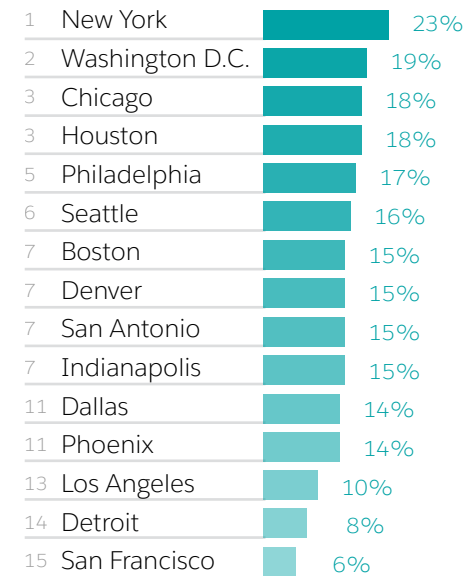
AVERAGE: 27%

Does your city offer the ability to use digital technologies to **report a drunk driver**?



AVERAGE: 23%

Does your city offer the ability to use digital technologies to **report a complaint about a cab/taxi**?



AVERAGE: 15%

Percentages are those residents who answered "yes."

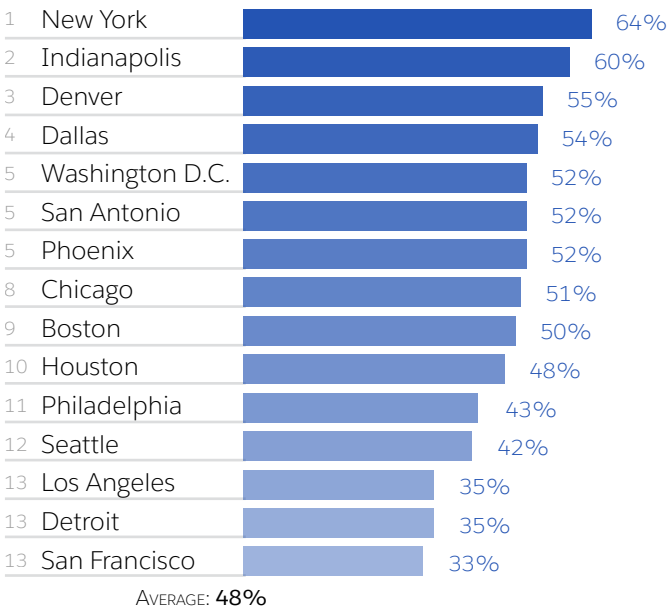
03 | Transportation

Transportation issues in the report range from information on public transportation schedules to road closures due to weather. New York City, with its multi-faceted public transportation system, ranked highly across most categories, but San Antonio ranked #1 in the transportation category due to residents' high use of digital tools when getting road closure information, public transportation delays and real-time schedules. Residents on average most used digital technologies for notifications of potentially dangerous weather at 48%, while tracking real-time schedules for public transportation was the lowest overall average in the category at 30% -- with only 13% of Detroit residents using digital technologies to track schedules.

Most Connected City
for Transportation:

New York

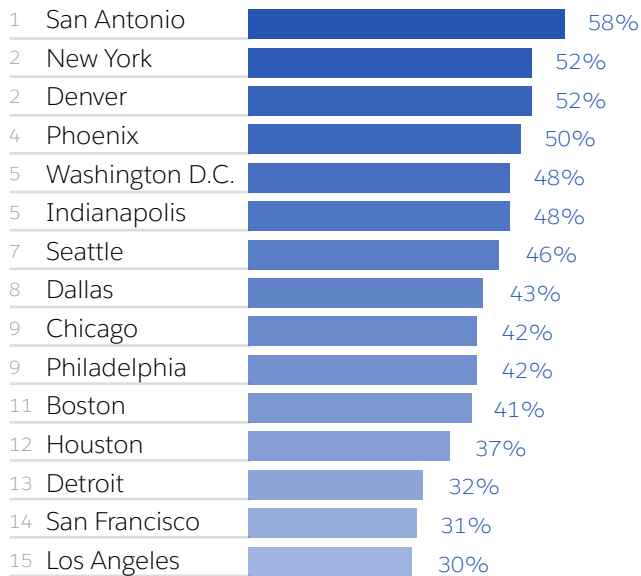
Does your city offer notifications of potentially dangerous weather through digital technologies?



Percentages are those residents who answered "yes."

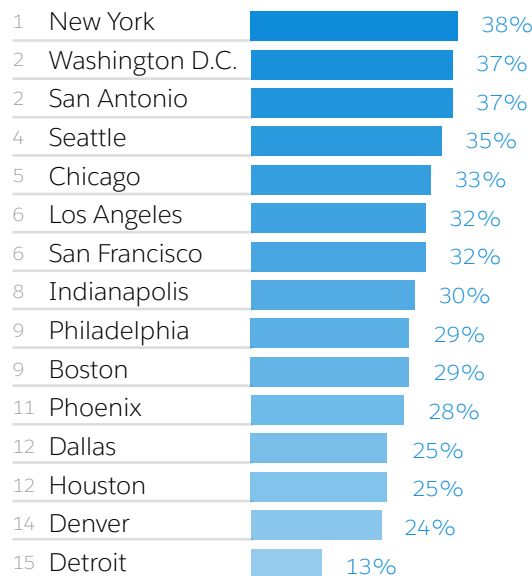
03 | Transportation

Does your city offer the ability to use digital technologies to **get road closure information** due to bad weather?



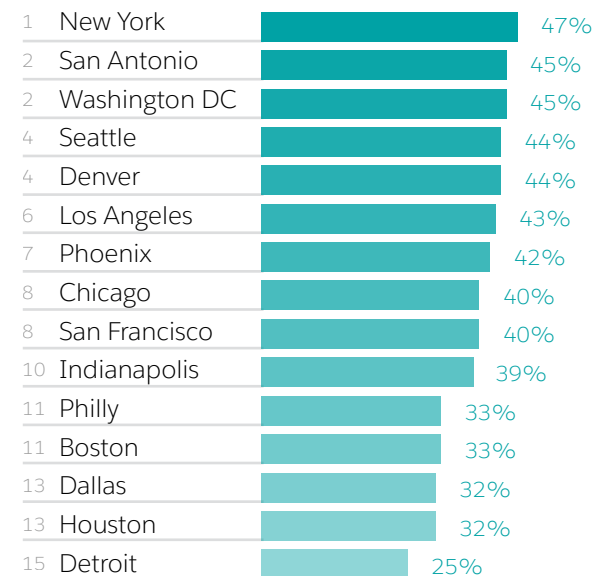
AVERAGE: 43%

Does your city offer **real time schedules/arrivals for public transportation** through digital technologies?



AVERAGE: 30%

Does your city offers **public transportation delay information** through digital technologies?



AVERAGE: 39%

Percentages are those residents who answered "yes."

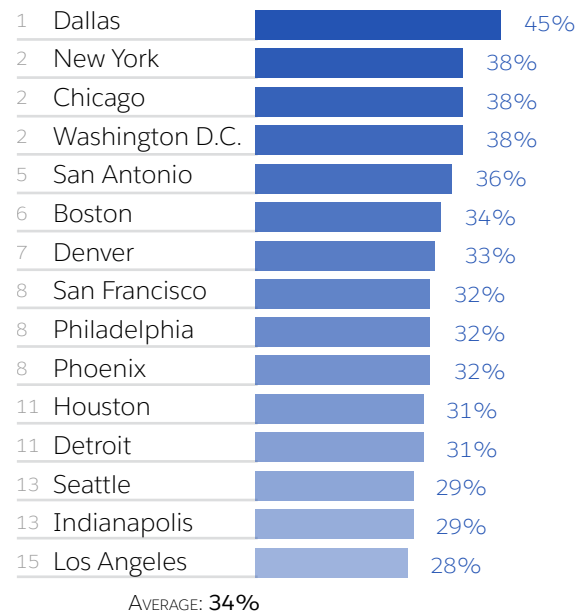
04 | Civic Engagement

In this report, civic engagement with digital technologies includes how residents actively engage with their local governments over key government issues. Unfortunately, in an era of more transparent government and digital town halls, residents across the 15 cities reported low use or awareness overall in this category, with only 34% of respondents on average aware if their city offers information on key civic issues through the use of digital services, and only 27% on average using digital technologies to register to vote.

Most Connected City
for Civic Engagement:

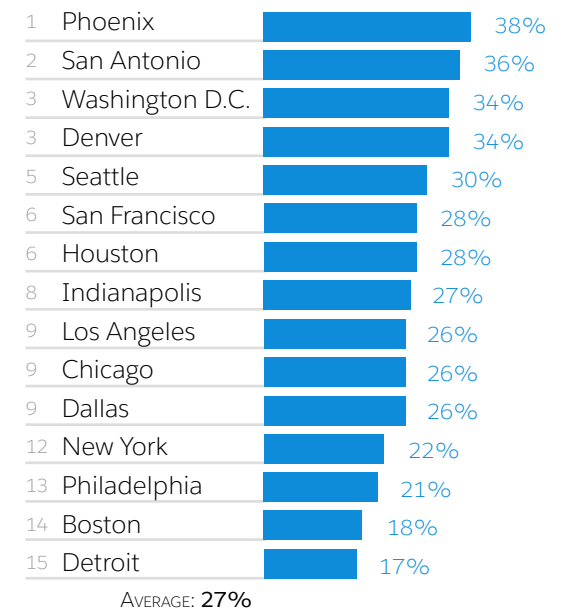
Washington D.C.

Does your city offer information on key civic issues through digital technologies?



Percentages are those residents who answered "yes."

Does your city provide the ability to use digital technologies to register to vote?



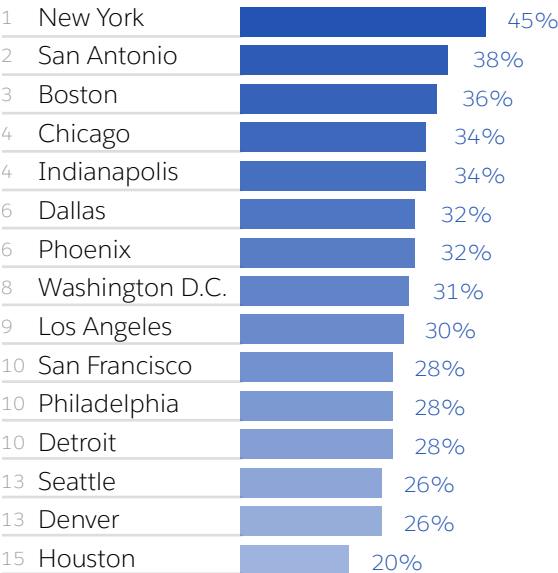
05 | Energy Use

Energy issues covers how residents use digital technologies to receive notifications of power outages from their cities, as well as IoT-based smart technologies in their homes to more efficiently manage energy use. San Antonio was tops again, due to its ability to communicate to its residents around local outages and its overall high use of smart thermostats and meters by residents. Not surprisingly, tech-friendly San Francisco -- currently facing a drought -- ranked high in citizen use of smart water meters at 17%. However, overall use of smart home technologies by residents across all 15 markets was low, with only 13% of residents surveyed using connected thermostats and 9% of residents surveyed using smart water meters.

Most Connected City
for Energy Use:

San Antonio

Does your city offer notification of power outages through digital technologies?

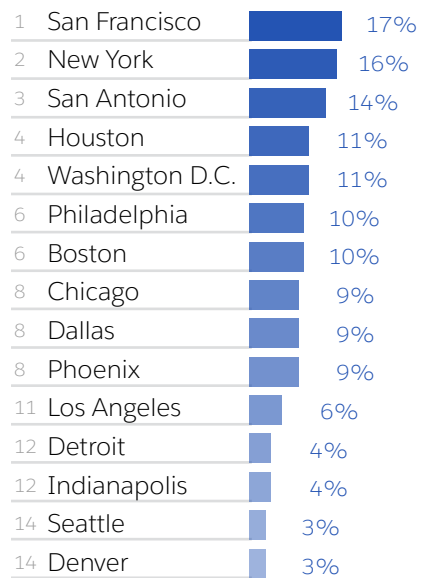


AVERAGE: 31%

Percentages are those residents who answered "yes."

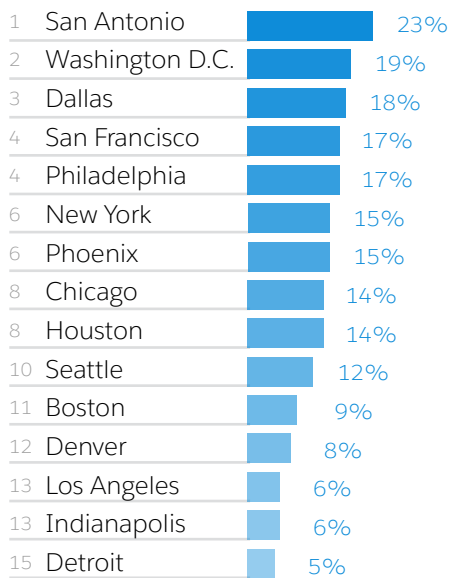
05 | Energy Use

Do you currently use **smart water meters or mobile apps** to monitor your home or apartment water use?



AVERAGE: 9%

Do you currently use **connected thermostats or mobile apps** to monitor energy use?



AVERAGE: 13%

Percentages are those residents who answered "yes."

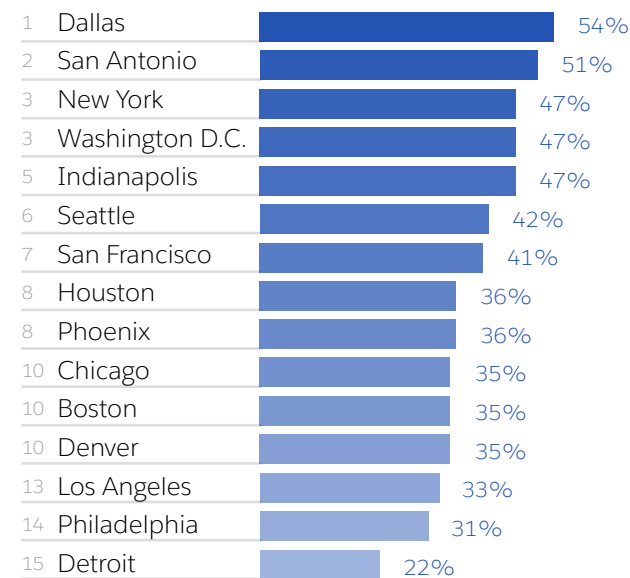
06 | Future Vision

Cities who paint positives visions for their futures using technology have the potential to attract new companies, new residents and new public-private partnerships. In this report, future vision includes whether residents believe their cities have the right technology infrastructure, as well as whether their mayors have made technology a key priority. Texas cities Dallas and San Antonio rate high in this category, tying for the top spot. New York City residents give the highest grade for their city's use of digital technologies to be more transparent with the highest percentage of residents giving their local government a "B" grade or above.

Most Connected Cities
for Future Vision:

Dallas &
San Antonio

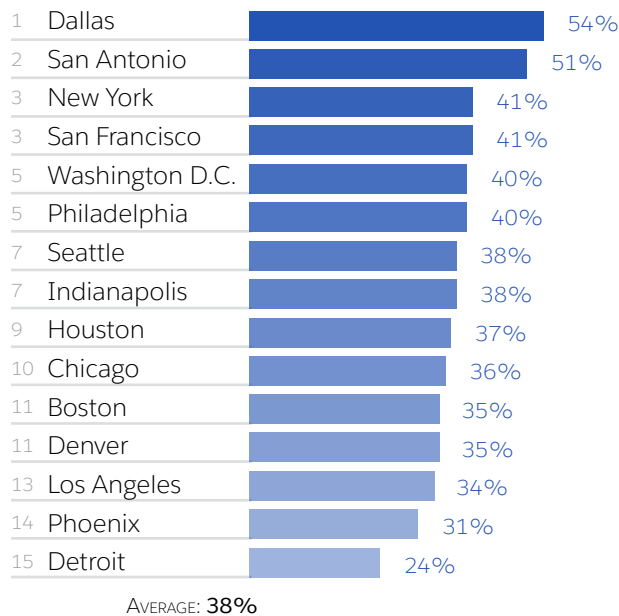
Do you agree with the statement that **businesses are attracted to my city because of its technology infrastructure?**



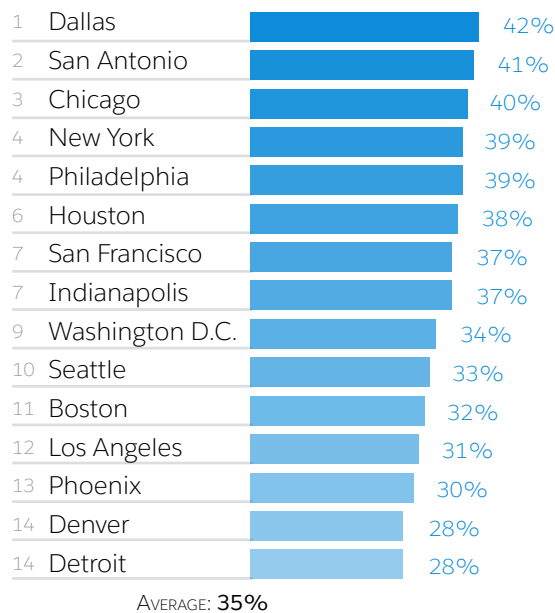
AVERAGE: 39%

Percentages are those residents who answered "yes."

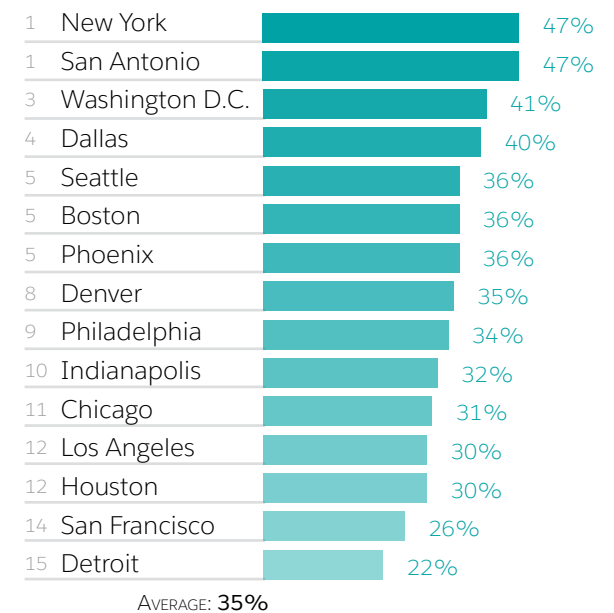
Do you agree with the statement that **my city has made tech innovation a priority?**



Do you agree that **your city's mayor has made the use of technology in the government a priority?**



Would you give your city's use of digital technologies to be more transparent with residents a "B" grade or above?



Percentages are those residents who answered "yes."

07 | What Residents Want

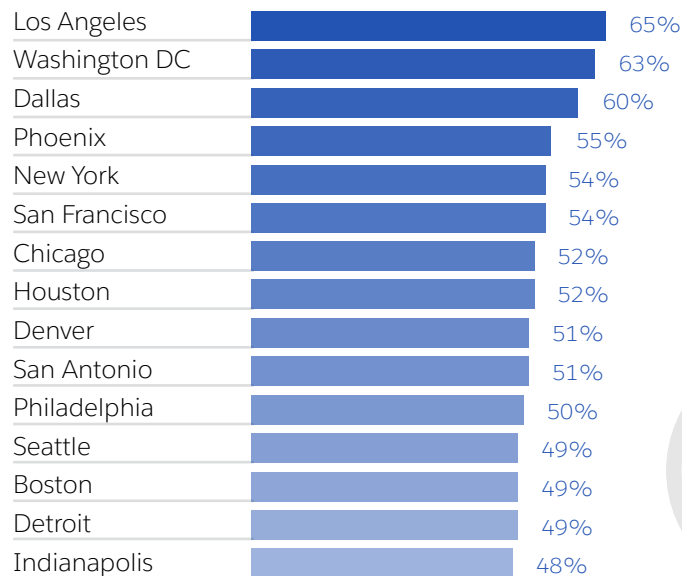
The results show a majority of residents want digital services to connect with their city governments, yet many are unaware or don't use currently available services, resulting in significant technology and awareness gaps. To close these gaps, cities need to improve the user experience of their digital services to increase adoption rates and better educate residents about the digital services available to them.

The report also found that residents want to actively participate in this local government technology revolution, as nearly half on average would be willing to share data related to their location to help make their cities safer, and more than half on average would be willing to share traffic data from their vehicles to help improve transportation systems in their cities. Perhaps more telling of all is that 60% of residents on average would be willing to share their own personal contact information to help improve their city's ability to communicate with them through digital technologies.

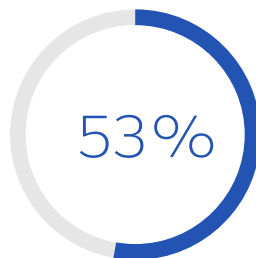
"The results show a majority of residents want digital services to connect with their city governments, yet many are unaware or don't use currently available services..."

General City Services

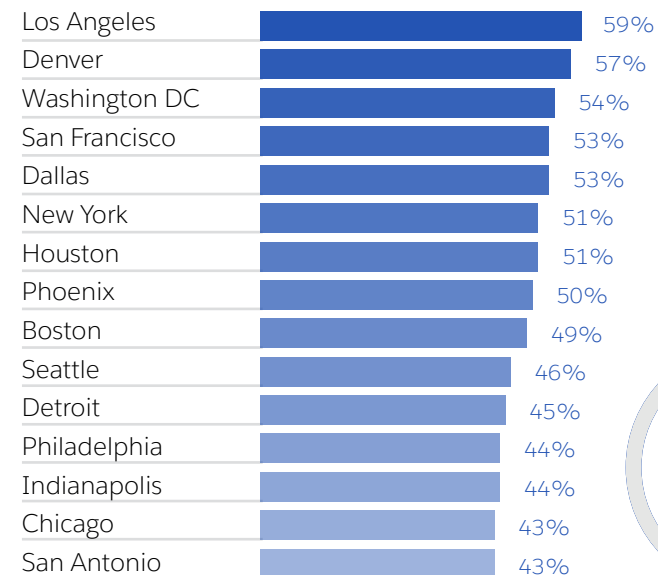
Would you like your city to provide the **ability to file service requests** through the use of digital technologies?



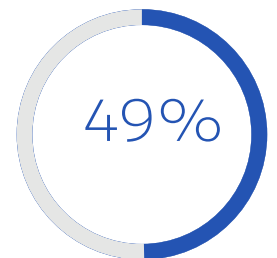
Average:



Would you like your city to provide the **ability to pay city bills, fees, or fines** through the use of digital technologies?



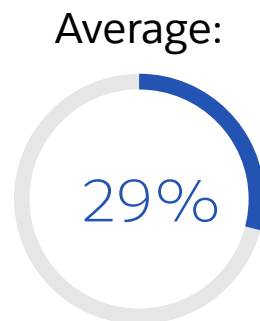
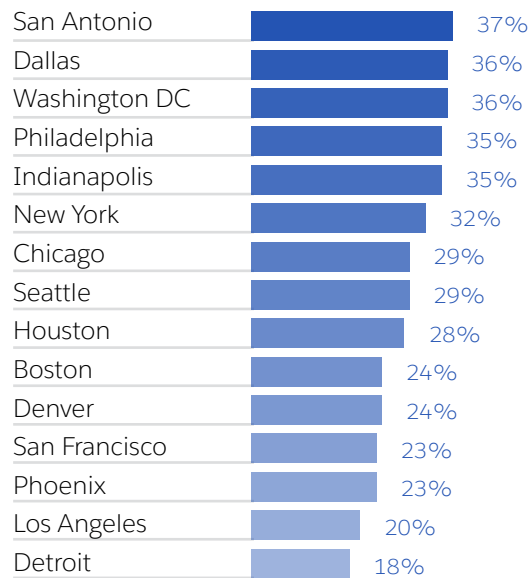
Average:



Percentages are those residents who answered "yes."

General City Services

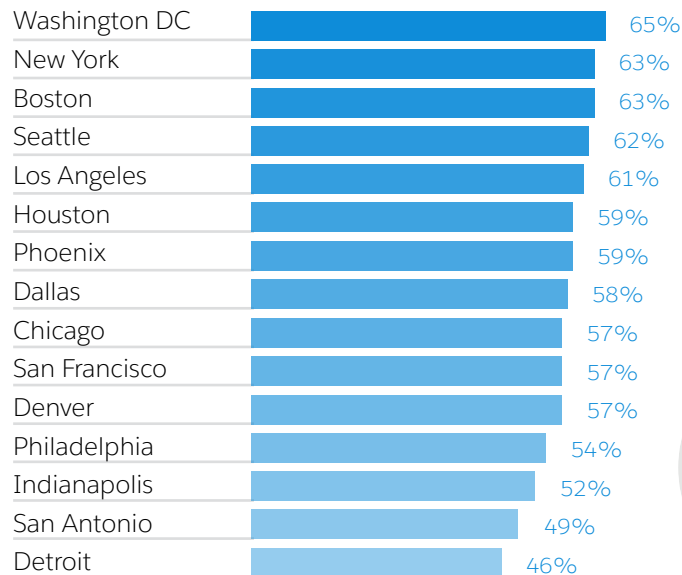
Would you be interested in your city **providing parking prices based on space availability** through digital technologies?



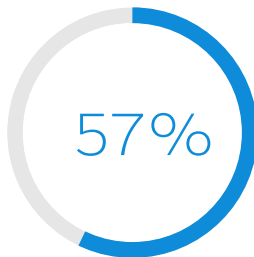
Percentages are those residents who answered "yes."

Public Safety

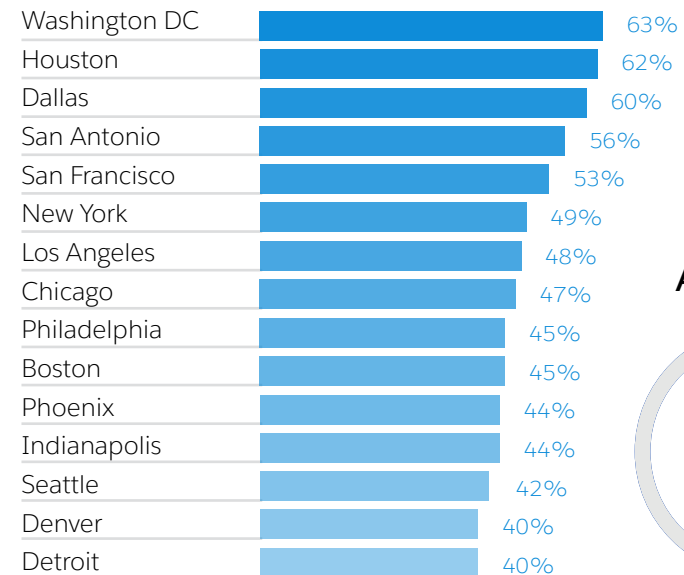
Would you like to have **public safety information available** through the use of digital technologies?



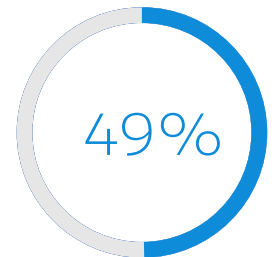
Average:



Would you be willing to **share data related to your real-time location** to help make your city safer?



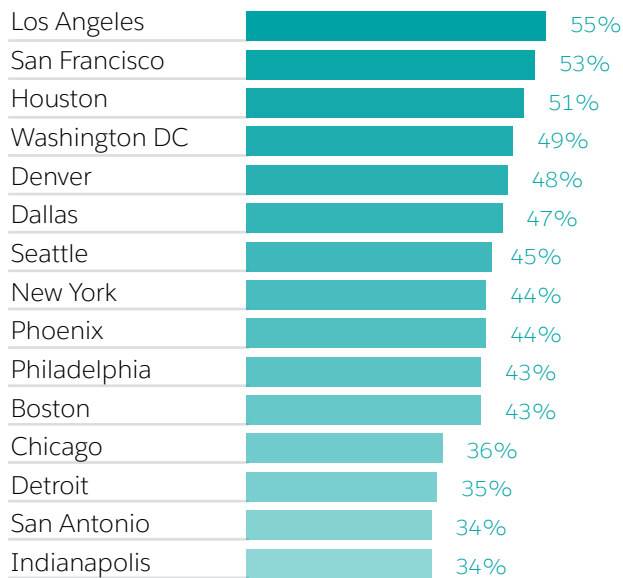
Average:



Percentages are those residents who answered "yes."

Transportation

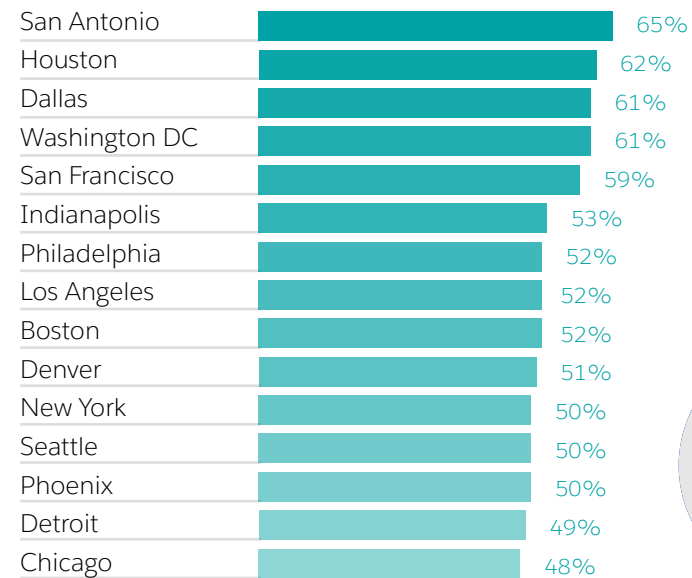
Would you like to have **public transportation services available** through the use of digital technologies?



Average:

44%

Would you be willing to **share traffic data from your personal vehicle** to help improve transportation?



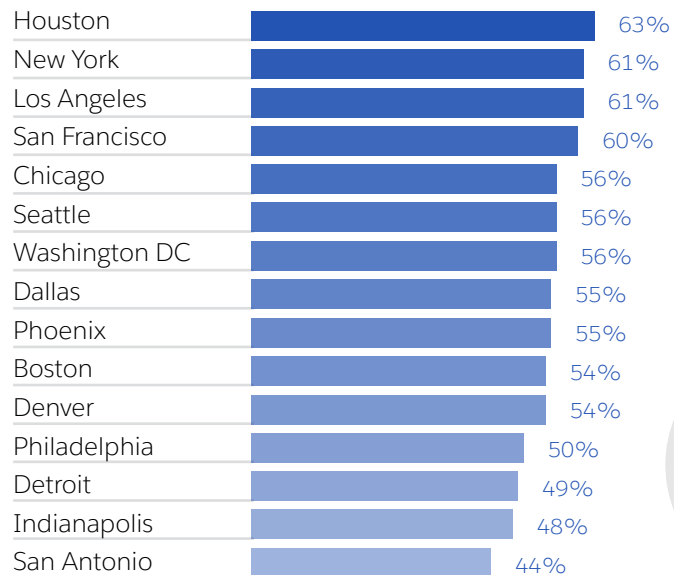
Average:

54%

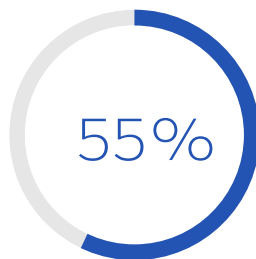
Percentages are those residents who answered "yes."

Civic Engagement

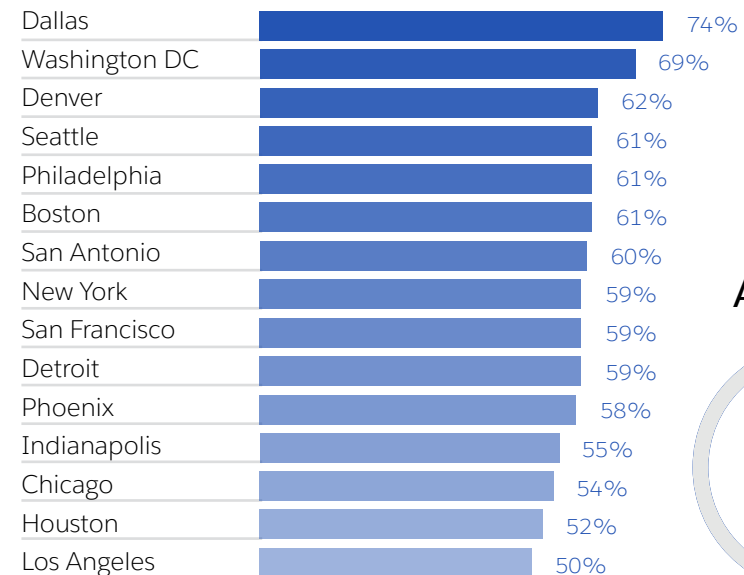
Would you like to have **general information about events (e.g. town halls)** available through the use of digital technologies?



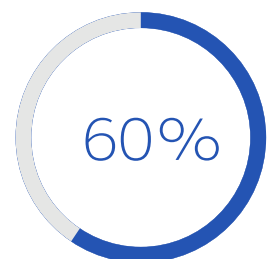
Average:



Would you be willing to **share your contact information** to help improve your city's ability to communicate with you?



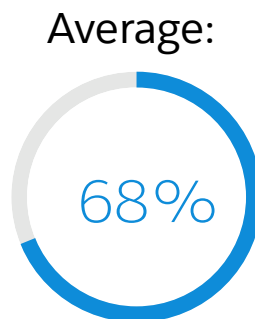
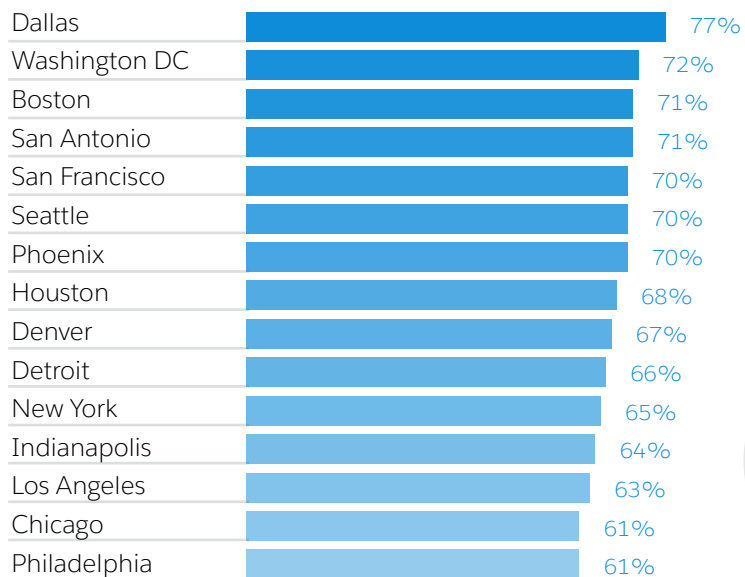
Average:



Percentages are those residents who answered "yes."

Energy Use

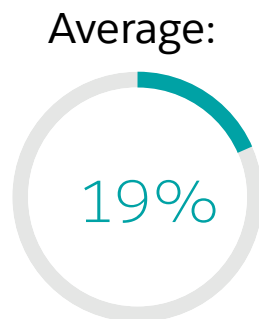
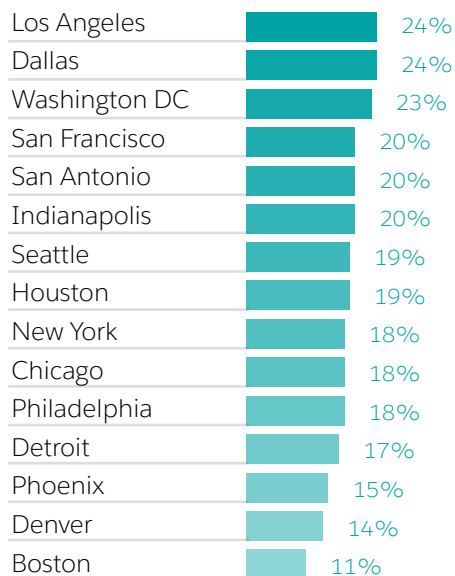
Would you be willing to **share water and energy use from your home/apartment** to help improve efficiency?



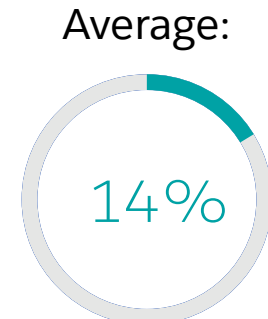
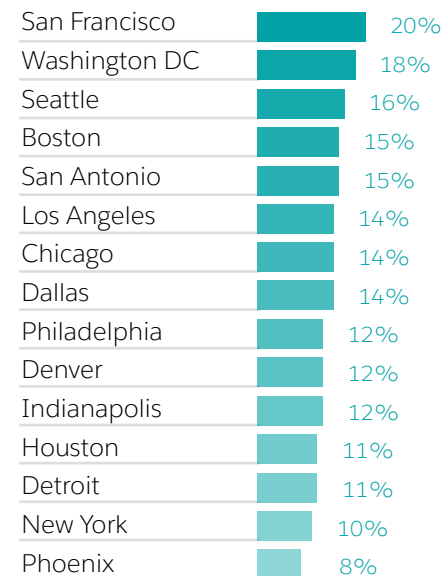
Percentages are those residents who answered "yes."

Future Vision

Do you wish your city would **offer autonomous cars** to help promote a safer driving experience?



Do you wish your city would **offer robots to automate city services** such as waste disposal?



Percentages are those residents who answered "yes."

08 | Methodology

This online survey was conducted by Harris Poll on behalf of Salesforce among 3075 U.S. adults between May 4-13, 2015 across 15 of some of the largest U.S. markets by population and designated market area, including Boston (n=202), Chicago (n=205), Dallas (n=206), Denver (n=208), Detroit (n=202), Houston (n=202), Indianapolis (n=206), Los Angeles (n=205), New York (n=209), Philadelphia (n=209), Phoenix (n=206), San Antonio (n=207), San Francisco (n=202), Seattle (n=203) and Washington, D.C. (n=203). Analysis of the data, including rankings, was performed by Salesforce. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For full results of this study, including weighting variables, please contact pr@salesforce.com.

