



## *Pacific NorthWest Economic Region*

*Kim Zentz – November 18, 2019*



## Urbanova's Purpose

- Improving economic, social and environmental equity and resilience in communities
- ...by forging collaborations, harnessing data and empowering people to discover and develop new ways to solve urban challenges.

*We find new ways to make communities better for  
people*



## What is Urbanova?

A living laboratory to design cities for the future.

We harness **data** to gain **insights**,  
empower **people** and solve urban  
challenges in new ways.



## Our Goals

- ▣ **healthier** citizens
- ▣ **safer** neighborhoods
- ▣ **smarter** infrastructure
- ▣ more **sustainable** environment
- ▣ **stronger** economy



*We find new ways to make communities better for people.*

## Our Partners



## Partners, Collaborators and Influencers



## Initial Projects – 2016-2019

- ▣ Smart and connected streetlight pilot
- ▣ Shared energy economy model pilot
- ▣ Hyper-local air quality and human health
- ▣ Gallup - Urbanova people-centered research
- ▣ Connected open digital ecosystem - data platform
- ▣ Shared electric/gas/water metering infrastructure
- ▣ Adaptable canopy of sensors on street lights



## People-Centered Research

- ▣ Listening to the citizen voice to inform smart city solutions that matter
- ▣ Social determinants of health and well-being
- ▣ Predictive, preventative, participatory and personalized
- ▣ Moves away from one-off ‘technology projects’
- ▣ Social, environmental & economic equity and resilience

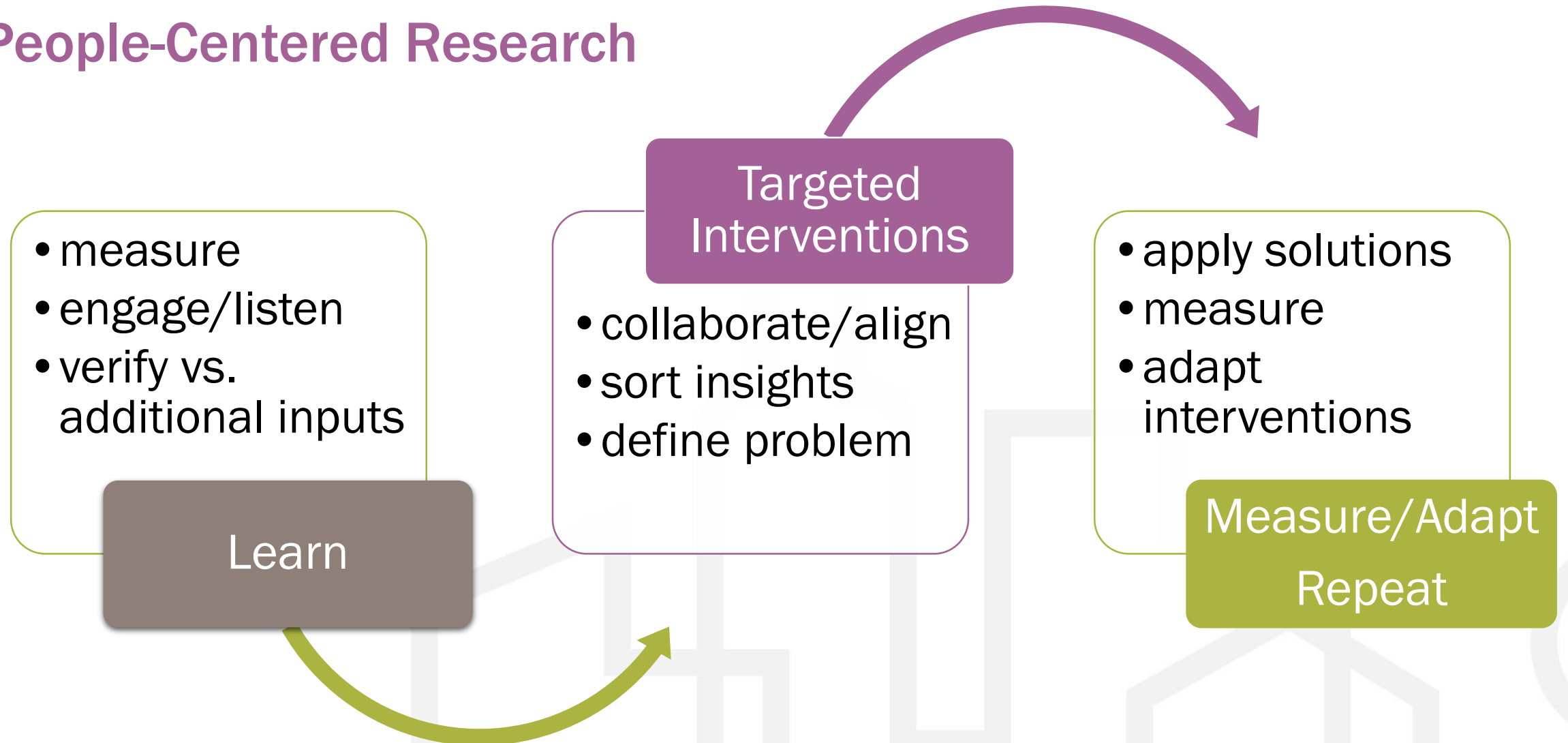


GALLUP®





## People-Centered Research



## Urbanova Initiatives

### ➤ Health and the Built Environment

- Leverages – ongoing R&D at WSU, EWU; vision of South Landing Partners; Blockhouse | Life
- Gleason Institute

### ➤ Affordability of Household Expenses – Especially Utilities

- Leverages – AMI (advanced metering infrastructure) and
- Ongoing work between City, Avista, SNAP, plus social, economic and behavioral R&D

### ➤ Safe and Secure Outdoor Spaces

- Leverages – Liberty Park Library of the Future; Itron solutions showcase; ongoing R&D

*rethinking cities*



[urbanova.org](http://urbanova.org)

