To: PUC, MTA, REC, and DT Leadership
Date: January 14, 2021
Subject: Proposed Structure for Smart City Community Engagement

A number of City agencies are pursuing "Smart City" technologies which consist of a variety of sensors and other data collection activities in the public right of way. However, without addressing privacy and ongoing governance concerns, these efforts risk being shut down.

In order to achieve the benefits of smart city technologies and mitigate these risks, San Francisco must establish appropriate governance controls and engage the public from the beginning. We recommend any community engagement should go beyond what is required by the Surveillance Ordinance.

Following a comparative analysis of other Cities and their smart city efforts, we recommend:

1. **Conducting a 4-5 month community engagement effort to establish a sustainable governance structure.**

2. **Hiring an independent facilitator to act as an intermediary.**

3. **Pursue a CivicBridge or STiR project to explore platforms that support the City's privacy principles, namely in regards to data rights and consent in the public right of way.**

4. **Define specific areas of deployment for smart city technologies as pilot areas, and define clear criteria for scaling.**

Deliverables

By the end of the community engagement, the City will have the following outcomes:

- *Governance*: A sustainable model to continue to engage with the public, provide transparency, scale technologies, and establish standards of practice.

- *SF Smart City Values*: Building off the Privacy First principles in the City's Charter, define the City's values for smart city technologies and reasonable expectations for privacy.

- *Policies*: Development of policies on Public Noticing, Retention, and Data Minimization.

- *Data Platform Proposal***:** Through our private partner, a sketch of how to promote data rights and consent on the public right of way.

- *Recommendations*: The independent facilitator to create a report with recommendations to be presented at COIT.

- *SF Smart City Strategy*: Strategies to coordinate and scale smart city investments.

The following pages provide more detail on how to structure an engagement to achieve these deliverables.

Community Engagement: Proposed Structure

Before inviting participants from the community to join workshops, the following activities still must be taken

- Stakeholder Mapping of SF Community groups
- Begin interviews
- Hire facilitator & initiate CivicBridge partnership

In February, we can likely anticipate starting to host workshops. Activities include

Phase 1 - Problem Definition

Objective: Define scope of project and establish norms of conduct for participants. Listen.

City Presentation: Each workshop should begin with a very short (5-10 min) presentation from the City to frame the discussion. The initial frame will focus on PUC Smart City controller's and the clear business purpose. However before widespread deployment, the City needs to establish governance to protect privacy. We are starting to shape the vision here.

Community Questions: Participants should be from the community, private industry, academics, and other subject matter experts in privacy and technology. Small groups w/ post-its.

- When you are in public, what is a reasonable expectation of privacy?
  - What is reasonable? What is creepy?
- What is a smart city to you? Name a technology
- What are the benefits?
- What are your concerns?
- How can we achieve the benefits and reduce the concerns?

Phase 2 - Defining San Francisco Privacy Values

Objective: Consolidate feedback from Phase 1 into themes & values, and then validate.

City Presentation: Comparative analysis on what other cities are doing, and demonstration on where SF is a leader in privacy, cybersecurity, digital services. Present vision statement.

Community Questions: Small groups with post-its.

- Feedback & What's Missing from themes & values
- As a resident, how would you know the City had incorporated...
  - Privacy
  - Security
  - Equity
  - Accessibility
  - Community Input

Phase 3 - Creating a Smart City

Objective: Explore issues with specific use cases & technologies

City Presentation: Define boundaries of pilot, clear definition of benefits promised.

Community Questions: Small groups carousel activity, post-its at each technology.

- What other benefits?
- What other risks?
- Using the data lifecycle, identify specific actions
    - Collection / Processing / Sharing / Retention / Disposal

Phase 4 - A Sustainable Governance Model

Objective: Consolidate feedback and present

City Presentation: Present a model for governance and corresponding policies

Community Questions: Small groups carousel activity, post-its at each technology.

- At each stage of the data lifecycle, get feedback on governance practices for:
    - Awareness & Consent
    - Collection
    - Processing
    - Sharing
    - Retention
    - Disposal

Phase 5 - Final Recommendations

Objective: Retrieve feedback on sustainable governance model

City Presentation: Present governance and strategy to scale pilots. CivicBridge presentation.

Community Questions: Small groups post-its feedback on each recommendation.

General Listening

Concerns

SF Values

Smart City Technology

Concerns

Solutions

Final
Recommendations